



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Hawaiian Eye Center in Wahiawa Offers New Natural Eyelash-Growth Treatment

Latisse, the Only FDA Approved Treatment to Grow Longer and Fuller Lashes, is Now Available for Hawaiian Eye Center Patients

(Honolulu, Hawaii), June 24, 2009 – For centuries, a woman’s eyelashes have been a captivating element of feminine mystique. From a 4000BC Egyptian mixture of soot and metal to today’s wide range of mascara, enhancing the beauty of lashes have always increased a sense of allure. Recently, the Food and Drug Administration (FDA) approved a revolutionary new prescription drug, known as Latisse, which allows natural eyelashes to grow longer, thicker, fuller, and darker. Latisse is only available for purchase through physician prescription, and Hawaiian Eye Center is now offering this novel treatment at their office in Wahiawa.

“The great thing about Latisse is that since it is approved by the FDA, there is good scientific evidence that it works to make the eyelashes grow longer and thicker,” said Christopher Tortora, M.D., Medical Director of the Hawaiian Eye Center in Wahiawa. “Clinical trials showed its effectiveness in the majority of patients using it.”

Latisse is a safe, once-daily prescription treatment and is the only FDA approved eyelash-growth drug. Application of the treatment is simple and is similar to applying eyeliner. A small amount of the solution is applied once nightly to the base of the upper eyelashes with a sterile single-use disposable applicator. It is important for patients to continue treatment to maintain results. If treatment is stopped, eyelashes will gradually return to the condition they were in prior to treatment.

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Results take anywhere from 2 – 4 months for full effect. Most patients will see some improvement in the first 1-2 months. Over time, most people can expect a 25% increase in eyelash growth, 106% increase in fullness and thickness, and 18% increase in darkness.

Like all other types of medication, Latisse does come with side effects. Allergan, the creators of Latisse, states the most common side effects in approximately 4% of patients using the treatment are an itching sensation and/or redness in the eyes. Latisse solution may also cause eye irritation, dryness of the eyes, and skin darkening and redness of the eyelids. According to Allergan, darkening of the eyelids due to the use of Latisse may be reversible. Also, Latisse may cause brown pigmentation of the iris, which is most likely to be permanent. Patients are urged to consult a doctor if any other symptoms or new ocular conditions occur.

“Having just only become available for sale earlier this year, Latisse has rapidly become a blockbuster in medical aesthetics,” said Dr. Tortora. “We are pleased to be offering this novel and innovative treatment to our patients.”

Dr. Tortora and his colleagues at Hawaiian Eye Center in Wahiawa have a wealth of experience in the use of eye medications and medications similar to Latisse. To learn more about this new prescriptive eyelash-growth treatment or to schedule an appointment, please call the Hawaiian Eye Center at 621-8488 where “*life has never looked better.*”

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