

PatadayTM
(olopatadine hydrochloride
ophthalmic solution) 0.2%

Are
allergies
making your
eyes
itch?

A Question and Answer Guide to Eye Allergies

PATADAYTM Solution can only be used directly on the eye and should never be injected or swallowed.



Please refer to the last page of this pamphlet for additional important safety information about PATADAYTM Solution.

What causes itchy eyes?

Your eyes may feel itchy and scratchy. You may think it's from a lack of sleep or too much time at the computer. But there is a chance your itchy eyes may be due to allergies.¹

It's a medical condition known as allergic conjunctivitis that occurs when allergens irritate the thin, clear layer of mucous membrane that surrounds the eye.¹

Allergens in the air are found year-round. Pollen is the most common cause, and it is released by trees, flowers, grasses, and weeds most heavily in the spring and the fall. Other allergens include pet dander (especially from cats), dust mites, and pollution.¹

If I have
allergies,
are my eyes
likely to itch, too?

They may—yes. If you suffer from nasal allergy symptoms, such as a stuffy, itchy nose and sneezing, your eyes may also be affected.¹

Identifying and treating allergy eye symptoms

Millions of people worldwide suffer from allergy eyes, yet the condition is not often properly identified or treated. This condition is commonly overlooked because people do not know about the different allergy eye symptoms.

It is important to identify and treat your allergy eye symptoms because¹:

- 1 They can be uncomfortable
- 2 They can lead to eye damage, due to excessive scratching or rubbing
- 3 They can impact your overall eye health

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How can I treat my itchy eyes?

There are many ways to treat itchy eyes. Your doctor may recommend a prescription eye drop such as PATADAY™ (olopatadine hydrochloride ophthalmic solution) 0.2%.

When you are allergic to something, it can cause your eyes to become itchy. When this happens, PATADAY™ Solution can stop your eyes from itching.²

With one drop daily of PATADAY™ Solution, you can start and finish the day with zero-itch.³ Even children as young as 2 years of age can use it safely.

How quickly will it work?

With just one drop of PATADAY™ Solution in each eye, you'll start feeling relief in minutes.³

Why is it so effective?

PATADAY™ Solution stops the itching and helps prevent your symptoms from coming back. With continual daily use, it was proven effective over an entire allergy season at all pollen levels.⁴

The two most common adverse events reported with the use of PATADAY™ Solution are cold-like symptoms and sore throat. About 10% of patients experience one of these conditions.



If I take other allergy medications, why would I still need PATADAY™ Solution?

Because PATADAY™ Solution is used right on the eye, it works directly on the itch.

Is PATADAY™ Solution convenient to use?

Once-daily dosing of PATADAY™ Solution means that you can treat your itchy eye(s) in the morning, and conveniently leave the bottle at home. You'll be free to go about your normal activities and not give those itchy allergy eyes a second thought.

Can I use PATADAY™ Solution if I wear contact lenses?

Talk to your eye care professional about using PATADAY™ Solution with contact lenses. Don't wear contact lenses if your eyes are red. PATADAY™ Solution should not be used to treat contact lens-related irritation. Always remove your contact lenses before administering PATADAY™ Solution.

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Zero-itch
within minutes
and up to 16 hours later
with just **one
drop**
daily.³

What is the difference between minimal and zero-itch?

Different eye allergy medicines have different levels of effectiveness. Many only minimize itch, but PATADAY™ (olopatadine hydrochloride ophthalmic solution) 0.2% eliminates it (zero-itch). Clinical studies have shown that one drop of PATADAY™ Solution provides zero-itch at 3 minutes and lasts up to 16 hours.³

IMPORTANT SAFETY INFORMATION

PATADAY™ Solution is for topical ocular use only and should not be injected or swallowed.

To prevent contamination of the dropper tip and solution, avoid touching the dropper tip to your eyelids or the surrounding areas with the dropper tip of the bottle. Keep the bottle tightly closed when it is not in use.

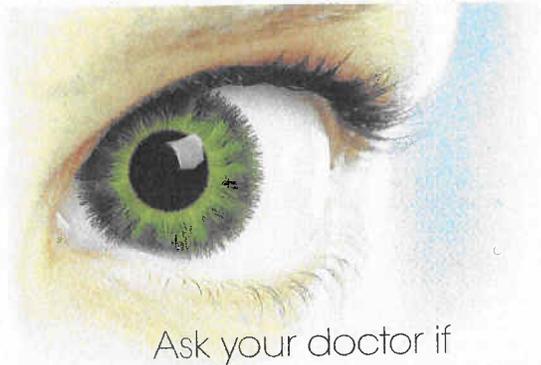
Talk to your eye care professional about using PATADAY™ Solution with contact lenses. Don't wear contact lenses if your eyes are red. PATADAY™ Solution should not be used to treat contact lens-related irritation. Always remove your contact lenses before administering PATADAY™ Solution.

PATADAY™ Solution contains the preservative benzalkonium chloride, or BAK. BAK may be absorbed by soft contact lenses. If you wear soft contacts and your eyes are not red, you should wait at least ten minutes after administering PATADAY™ Solution before inserting your contacts.

The two most common adverse events reported with the use of PATADAY™ Solution are cold-like symptoms and sore throat. About 10% of patients experience one of these conditions.

For additional information about PATADAY™ Solution please refer to the accompanying full prescribing information.





Ask your doctor if
PATADAY™ Solution
is right for
you.

pataday.com

Pataday™
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ophthalmic solution) 0.2%

References: 1. Allergic conjunctivitis. US National Library of Medicine. <http://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0002026/>. Accessed March 12, 2012. 2. Pataday™ Solution package insert. 3. Blaiss MS, Tort MJ. Zero itch in eyes treated with olopatadine hydrochloride ophthalmic solution, 0.2% in bilateral conjunctival allergen challenge studies. Poster presented at: World Allergy Conference; December 2011; Cancun, Mexico. 4. Abelson MB, Gomes PJ, Vogelson CT, et al. Clinical efficacy of olopatadine hydrochloride ophthalmic solution 0.2% compared with placebo in patients with allergic conjunctivitis or rhinoconjunctivitis: a randomized, double-masked environmental study. *Clin Ther.* 2004;26(8):1237-1248.

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