

# The Solution to Lovelier Eyelashes

By Jeffrey S. Poulter, M.D., FACS

Now there's a way to make your eyelashes long, thicker and darker. From the people who brought you Botox® and Juvederm®, Latisse® is the newest offering that produced longer and thicker lashes in each of the patients that continued its use for two months or more in a clinical trial of over 750 patients.

Just like Botox, discovered by a Canadian ophthalmologist treating eye spasms, Latisse for eyelash enhancement was discovered by eye doctors treating Glaucoma. Initially developed for open angle glaucoma, patients using these eye drops grew long thick lush eyelashes.

Following this discovery, clinical trials were held showing the effectiveness of Latisse and developed the dosing and application schedules. This, coupled with the safety data, was presented to the FDA. Latisse is now the first and only FDA approved treatment for people with hypotrichosis of the eyelashes (inadequate or not enough eyelashes).

## How does it work?

Latisse works by increasing the growth (anagen) phase of the eyelash hair cycle. It is applied by a special brush for use on the skin of the upper eyelid margin at the base of the eyelashes. It takes approximately 2 months to see the improvement in length, thickness and darkness. Because it is effective in growing hair, care should be taken to apply Latisse only to the eyelash margin and wipe off any excess. The results are pretty remarkable as seen in the actual patients treated in the clinical trials several of whom their pictures follow.

Side effects of treatment include eye itching or redness in only about 4% of users. Anyone can use Latisse, but those with a family or personal history of glaucoma need to get clearance from their eye care specialist first.

Before – Week 1



After – Week 16



Latisse is a prescription medication. It will continue to enhance the appearance of your eyelashes while you are using the medication. Ask your doctor or contact your plastic surgeon to see if Latisse is right for you.

*Dr. Jeffrey Poulter is a board-certified plastic surgeon with over 16 years of experience, with offices in Bloomington and Peoria. For more information you may contact Dr. Jeffrey Poulter in Bloomington at (309) 663-1222 or (309) 692-6869 in Peoria or call toll-free (888) 841-4108. Visit [www.bodycontouringexperts.com](http://www.bodycontouringexperts.com) or email your questions to [info@bodycontouringexperts.com](mailto:info@bodycontouringexperts.com).*

**Latisse**<sup>™</sup>  
(bimatoprost ophthalmic solution) 0.03%