

## ALCON PHARMACEUTICALS

As the worldwide leader in ophthalmic pharmaceuticals, Alcon offers a broad range of products to treat many eye diseases and conditions, including the most advanced treatments for glaucoma, eye infections and eye inflammation, eye allergies, as well as ear infections. Product highlights in Alcon's pharmaceutical portfolio include TRAVATAN Z® solution for the treatment of elevated intraocular pressure (IOP) associated with glaucoma; Vigamox® solution for bacterial conjunctivitis; Pataday™ solution for ocular itching associated with allergic conjunctivitis; and NEVANAC® suspension for eye inflammation following cataract surgery.

Sales of Alcon pharmaceutical products totaled US \$3.1 billion in 2010, an increase of 13.7 percent from the previous year to account for 42.7 percent of Alcon's total sales of US \$7.2 billion in 2010. This increase is attributed to global market share and volumes gains and the continued global expansion of our portfolio.

### Glaucoma

Glaucoma remains one of the leading causes of blindness, affecting 4 million Americans age 40 and older.<sup>1</sup> Globally, more than 4.5 million people have gone blind as a result of glaucoma, accounting for more than 12 percent of all global blindness.<sup>2</sup> Glaucoma develops when too much pressure builds up inside the eye, damaging the optic nerve. If left untreated, glaucoma can result in total and permanent blindness within just a few years. Without noticeable symptoms, it is a disease known as the "Silent Thief of Sight" and blindness is often the result of late diagnosis and poor patient compliance with treatment. However, glaucoma can easily be detected early through a standard eye exam before any vision loss occurs and there are several treatment options.



#### **TRAVATAN® Ophthalmic Solution**

TRAVATAN® (travoprost ophthalmic solution) 0.004% is a prescription eye drop used to treat increased eye pressure caused by open-angle glaucoma or ocular hypertension. TRAVATAN® is prescribed to patients who have trouble tolerating their current medication or for whom that medication is not working. In addition, TRAVATAN® may be used concomitantly with other topical ophthalmic drug products, including Azopt® ophthalmic suspension, also offered by Alcon to lower or control intraocular pressure (IOP).

#### **TRAVATAN Z® Ophthalmic Solution**

TRAVATAN Z® is used to reduce elevated IOP in patients with open-angle glaucoma or ocular hypertension who may be intolerant to other intraocular pressure lowering medications. TRAVATAN Z® represents a novel formulation that eliminates benzalkonium chloride (BAK) from Alcon's existing TRAVATAN® solution and replaces BAK with sofZia™ preservative, an ionic buffered preservative. To learn more about TRAVATAN Z®, visit [www.travatanz.com](http://www.travatanz.com).



### Eye Allergies

Allergies are generally caused by the immune system's abnormal reaction to an allergen, such as grass, tree and weed pollens, pet dander and dust. In an effort to offer "protection" from these allergens, mast cells release histamine and other chemicals – an overreaction triggering the red, itchy watery eyes and stuffy, runny, itchy nose commonly experienced by eye and nasal allergy sufferers.



#### **Pataday™ Ophthalmic Solution**

Pataday™ (olopatadine HCl solution) 0.2% is the first and only once-daily prescription eye drop approved by the FDA to treat ocular itching associated with allergic conjunctivitis. To learn more about Pataday™, visit [www.pataday.com](http://www.pataday.com).

## Eye Infection

Eye infections can range from common ailments, such as pink eye or conjunctivitis, to serious and sight-threatening infections such as keratitis or endophthalmitis. Causes of these infections can include bacteria, viruses, complications with contact lenses or complications with surgery and other eye trauma. Since relatively benign infections can develop into serious disorders and cause significant eye damage, eye infections should be treated aggressively. An infected eye is often red, teary and irritated. Patients with an eye infection are often unable to see clearly and are sensitive to light.



### **Vigamox® Ophthalmic Solution**

Alcon's medication for treating eye infection, Vigamox®\* (moxifloxacin hydrochloride ophthalmic solution) 0.5 %, is approved to treat bacterial conjunctivitis.

## Eye Inflammation

Eye inflammation most commonly occurs in response to eye surgery, which can upset the delicate tissue of the eye. Inflammation can also occur as a result of infection, allergy, or eye trauma, such as a blow to the eye. Generally, physicians work proactively to minimize inflammation by prescribing an anti-inflammatory to prevent scarring, as scarring in optical tissues like the cornea can lead to vision loss.

### **NEVANAC® Ophthalmic Suspension**

NEVANAC® (nepafenac ophthalmic suspension) 0.1%, a non-steroidal anti-inflammatory drug (NSAID), treats eye pain and inflammation resulting from cataract surgery.



### **DUREZOL™ Ophthalmic Emulsion**

Alcon's latest addition to its leading pharmaceutical product portfolio, DUREZOL™ (difluprednate ophthalmic emulsion) 0.05% is a topical ophthalmic corticosteroid for the treatment of postoperative inflammation and pain associated with ocular surgery.

\* Licensed to Alcon Inc. by Bayer HealthCare, AG

<sup>1</sup> Prevent Blindness America, *Vision Problems in the U.S.* ([http://preventblindness.org/vpus/VPUS\\_report\\_web.pdf](http://preventblindness.org/vpus/VPUS_report_web.pdf), 2002)

<sup>2</sup> World Health Organization 2009