Long Luscious Lashes

BY JOE NIAMTU III, DMD

In the fast moving arena of cosmetic surgery, hype is omnipresent and the media is full of “new” and miraculous procedures that promise fantastic results with little or no downtime. Most of these “discoveries” fade into obscurity because of results that fail to meet expectations. Barbed suture facelifts, skin tightening devices, and minimally invasive laser treatments that produce minimal results are examples of hyped procedures that entered like a lion and exited like a lamb.

From time to time, there is a device, procedure, or medication that hits like an atomic bomb and yields results that meet or exceed expectations. Botox, hyaluronic acid fillers, and vascular lasers are examples of technology that lived up to or exceeded hype. It is a device, procedure, or medication that mimics nature like an atomic bomb and yields results that meet or exceed hype.

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Procedures

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Longer, Thicker, Darker

Latisse was clinically tested in a pivotal Phase III, multi-center, double-masked, placebo-controlled study to assess its safety and efficacy in which all end points (improved eyelash prominence, length, thickness and darkness) were met.

A statistically significantly higher percentage of subjects in the Latisse group compared with the vehicle group experienced at least a one-grade increase from baseline in overall eyelash prominence as rated by the Global Eyelash Assessment (GEA) scale at week 16. By week 8, researchers observed a statistically significant
difference favoring Latisse that was maintained throughout the duration of the treatment.

At week 16, the mean change from baseline to week 16 was 1.4 mm and 0.1 mm for the Latisse solution and vehicle groups, respectively, a difference that was statistically significant. The results for percentage change from baseline to week 16 for eyelash length corresponded to a 25% increase for Latisse and only 2% for vehicle.

By week 8, the difference in eyelash thickness/fullness between the two treatment groups had reached statistical significance, with thicker/fuller eyelashes observed in the Latisse-treated group compared with the vehicle group. This difference also was maintained for the duration of the treatment. The mean change from baseline to week 16 was 0.7 mm² for the Latisse groups and 0.1 mm for the vehicle groups. These results correspond to a 106% change from baseline for Latisse and a 12% change from baseline for vehicle.

At week 16, the Latisse-treated group showed a statistically significantly greater degree of eyelash darkening compared with the vehicle group. These results correspond to an 18% increase in darkness for the Latisse group compared with 3% for patients treated with vehicle.

The potential risk to the fetus. Because many drugs are excreted in human milk, caution should be exercised when Latisse is administered to a nursing woman. Safety and effectiveness in pediatric patients have not been established.

Contraindications to Latisse include concomitant use of other medications that may lower intraocular pressure and a history of elevated intraocular pressure. Patients with these clinical characteris-