



(A) Patient Profiles

Purpose:

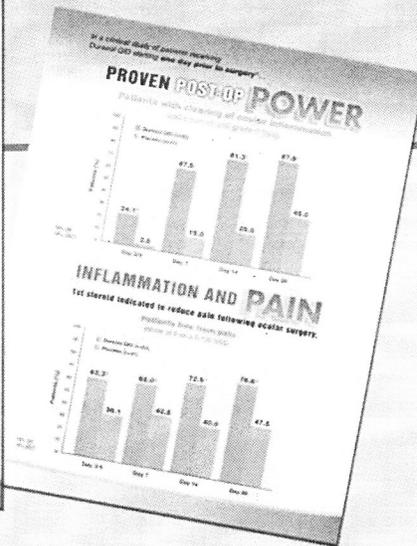
To help doctors clearly identify the types of patients who may benefit from Durezol

NON-LEAVE BEHIND ITEM !

EXPERIENCE THE DUREZOL DIFFERENCE

- Multifocal IOL surgeries
- Lasik
- Non-compliant or Elderly patients
- Simple cataract with persistent inflammation

Durezol™ is a topical corticosteroid that is indicated for the treatment of inflammation and pain associated with ocular surgery.



Premium Procedures

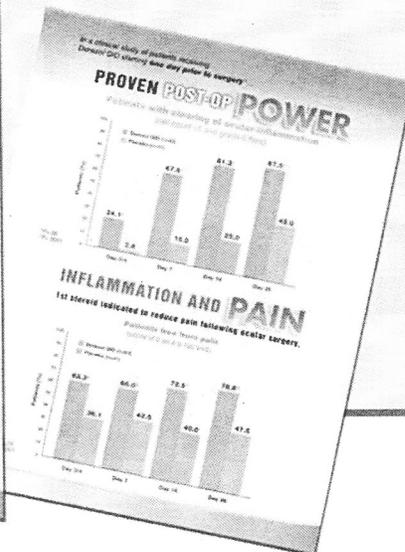
Patient Type:

- Expects a premium outcome from his/her procedures
- Less sensitive to price

EXPERIENCE THE DUREZOL DIFFERENCE

- Trabeculectomies
- Corneal Grafts
- Vitrectomies
- Scleral Buckles
- Diabetic Patients

Durezol™ is a topical corticosteroid that is indicated for the treatment of inflammation and pain associated with ocular surgery.



High Risk Procedures

Patient Type:

- Increased inflammation expected due to procedure
- Considered high risk



Target Audience

- ☑ Busy physicians with limited time (quick presentation of benefits)
- ☑ Physicians who have been resistant to trying Durezol
- ☑ Physicians who focus on performing premium procedures

KEY MESSAGE

“You treat patients who would benefit from the Durezol Difference!”



Clinical Support

The key data presented on both sell sheets resulted from the 3B studies.

NOTE: The pre-dosing results can be a real motivator for physicians who are:

(A) interested in offering an excellent patient outcome

OR

(B) find it important to minimize the risk of inflammation following any procedure

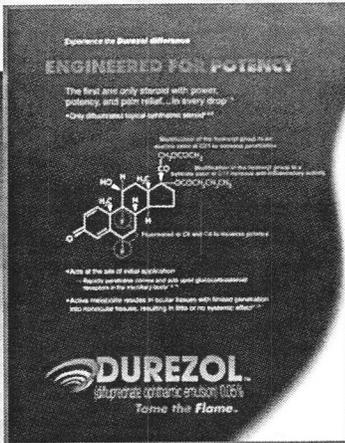


(B) Drop Study Results

NON-LEAVE BEHIND ITEM !

Purpose:

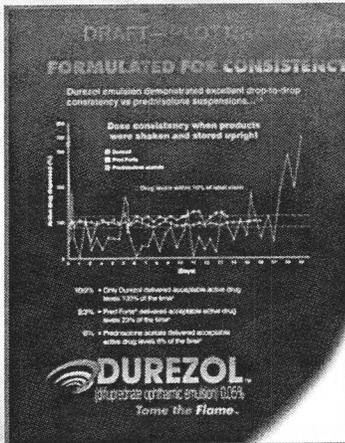
To show doctors relevant, new data regarding Durezol's consistent dose delivery



Cover

Theme:

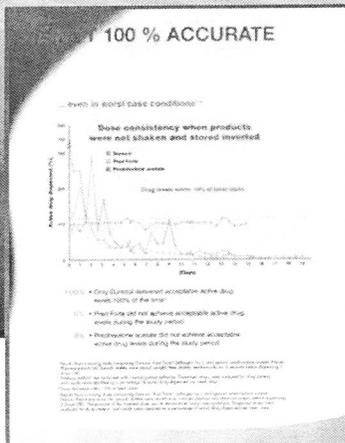
- Continues to highlight Durezol's molecular difference



Page 1

Theme:

- Results of comparative products when stored inverted and not shaken prior to testing
- Simulated worse case scenario for storage and shaking



Page 2

Theme:

- Results of comparative products when stored upright, then shaken prior to testing
- Simulated normal storage and best case scenario for shaking



The drop study clearly revealed the influence of storage and handling on active ingredient concentrations per dose in Durezol, generic prednisilone acetate (Falcon brand), and Pred Forte® (Allergan).

Target Audience

- ☑ All healthcare providers
- ☑ Clinics no longer receiving free product and considering Durezol



KEY MESSAGE

“No matter the storage, Durezol consistently delivers the labeled dose of active ingredient with no shaking required!”

Clinical Impact

This study cannot be used to imply clinical conclusions or outcomes. Therefore, do not convey a message of better clinical outcomes as a result of this study.



WARNINGS:

- No clinical claims can be made from this data
- DO NOT LEAVE DATA OR DETAIL AID WITH PHYSICIAN
- The “within 10%” of label claim is an arbitrarily selected amount



And the Bottom Line Is . . .

- Durezol demonstrates consistency regardless of storage conditions or whether shaken or unshaken!

Drop Study Data

This data helps to illustrate yet another component of the **Durezol Difference** by showing that Durezol consistently delivers what it claims— the labeled dose of active ingredient! Furthermore, because Durezol requires no shaking to guarantee this consistency, there is no need to worry that patients might not shake the product adequately, as is the case with prednisilone acetate product.



New Marketing Pieces

(C) Detail Aid

NON-LEAVE BEHIND ITEM !

PG 5 **PG 6**

PROVEN POWER, FAST RESULTS

In clinical studies of patients with an anterior chamber cell count of ≥ 11 cells/mm³ one day post surgery...

Significant improvement vs placebo as early as Day 3

71.8% of patients receiving Durezol experienced lesser inflammation (measured as defined by cell count ≤ 5 and grade 0 flare) at Day 15 (P<0.001 vs placebo)

Control flare either or less

Patients with clearing of ocular inflammation*
(cell count ≤ 5 and grade 0 flare)

Day	Durezol (n=100)	Placebo (n=100)
Day 3	15.1	4.7
Day 7	42.1	18.9
Day 15	71.8	27.1
Day 28	83.9	34.4

A

DUREZOL
phosphoryl choline emulsion 0.05%
Tame the Flame.

Please see page 10 for Important Safety Information.

PG 7 **PG 8**

PROVEN TO REDUCE PAIN

In clinical studies of patients with an anterior chamber cell count of ≥ 11 cells/mm³ one day post surgery...

Significant improvement vs placebo as early as Day 3

With Durezol, significantly more patients were pain free (score of 0 on a 0-100 VAS) at Day 15 (P<0.001 vs placebo)

Control flare either or less

Patients free from pain†
(score of 0 on a 0-100 VAS)

Day	Durezol (n=100)	Placebo (n=100)
Day 3	43.9	24.0
Day 7	67.9	37.1
Day 15	82.9	34.5
Day 28	72.0	28.9

A

DUREZOL
phosphoryl choline emulsion 0.05%
Tame the Flame.

Please see page 10 for Important Safety Information.

PG 9 **PG 10**

PROVEN SAFETY PROFILES

Low incidence of IOP rise

Control flare either or less

Low incidence of IOP rise in patients receiving Durezol or PG 10

Mean IOP in Phase 3 Pivotal trials*

Day	Durezol (n=100)	Placebo (n=100)
Day 0	14.9	14.4
Day 3	14.8	14.3
Day 7	14.7	14.2
Day 15	14.6	14.1
Day 28	14.5	14.0

DUREZOL
phosphoryl choline emulsion 0.05%
Tame the flame.

Indication and Important Safety Information

Durezol is a topical corticosteroid that is indicated for the treatment of inflammation and pain associated with ocular surgery.

Important Safety Information: Durezol, like other corticosteroids, is further absorbed in patients with viral diseases of the cornea and conjunctiva, and also of fungal infections to mycobacterial infections of the eye or ocular structures. Prolonged use of corticosteroids may also increase the hazard of posterior capsule opacification, the severity of ocular side reactions, and increase the development of cataracts in the cornea. It is essential to monitor structural pressure when using ophthalmic steroids. The use of steroids after ocular surgery may delay healing and increase the incidence of glaucoma.

Adverse reactions associated with ophthalmic steroids include elevated intraocular pressure, which may be associated with optic nerve damage, visual acuity and field defects, posterior subcapsular cataract formation, corneal opacification, cataract formation, glaucoma, and other ocular side effects. Other ocular side effects include conjunctivitis, eyelid edema, and dry eyes. Other ocular side effects include conjunctivitis, eyelid edema, and dry eyes. Other ocular side effects include conjunctivitis, eyelid edema, and dry eyes.

Please see full prescribing information.

Target Audience

All healthcare providers

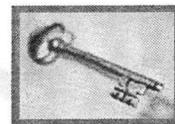
Detail Aid Data

The only *new* data presented is a summary of the drop study results (see B). All other data comes from the previously provided pivotal and pre-dosing studies.

Clinical Impact

The presentation has been simplified to make it easier for you to discuss data with physicians. The presentation of data focuses on the percent of patients achieving ≤ 5 cells and 0 flare (*clinical outcomes*). Also, graphs reflecting reduction in pain have been included.

KEY MESSAGE



"Durezol's consistent dosing effectively eliminates inflammation and pain in your postoperative patients!"

Make certain to provide fair balance on all calls!



New Marketing Pieces



(C) Detail Aid

Purpose:

Our market research continues to reveal that once physicians understand the clinical data, they are more likely to prescribe Durezol. We want to help you present the Durezol data as easily and effectively as possible.

Your Feedback Was:

- The detailing material is difficult to use.
- Physicians are not interested in the placebo trials.
- It is difficult to explain the difference between the pivotal and Phase 3B trials.
- It is difficult to maneuver through the detail aid between the pivotal data and the Phase 3B data.

We Are Responding! :

- The new detailing material has an easier format for guiding the listener through critical clinical data.
- Pivotal data and Phase 3B data are now positioned side-by-side. (see A)
- The data has been simplified to foster easier discussion. (see **Clinical Impact**)
- Highlights and summary of the drop study have been added to the product difference area. (see B)

BACK

The first and only steroid with power, potency, and pain relief...in every drop

Excellent drop-to-drop dose consistency

Powerful anti-inflammatory efficacy and fast onset of action

First and only steroid proven to reduce pain

Low incidence of IOP rise

BAK-free

Please see page 10 for Important Safety Information. See the package insert for full prescribing information.

Hit post-op inflammation with a powerful force

DUREZOL
diflupredate ophthalmic emulsion 0.05%

Tame the Flame.

For more information, please visit our website at durezol.com.
©2010 Siron Pharmaceuticals, Inc. All rights reserved. 0106 1000 0000

FRONT

Hit post-op inflammation with a powerful force

DUREZOL
diflupredate ophthalmic emulsion 0.05%

Tame the Flame.

PG 1

Hit post-op inflammation with a powerful force

DUREZOL
diflupredate ophthalmic emulsion 0.05%

Tame the Flame.

PG 2

The first and only steroid with power, potency, and pain relief...in every drop

Excellent drop-to-drop dose consistency

Powerful anti-inflammatory efficacy and fast onset of action

First and only steroid proven to reduce pain

Low incidence of IOP rise

BAK-free

Please see page 10 for Important Safety Information. See the package insert for full prescribing information.

PG 3

DESIGNED FOR PATIENTS

Engineered to optimize potency, power, and penetration**

- Only diflupredate topical ophthalmic emulsion**

Introduction of the diflupredate group to an ocular steroid is C21 to increase penetration

Diffusion of the diflupredate group to an ocular steroid is C21 to increase penetration and inflammatory activity

Formulation at C12 and C13 to increase potency

• Acts at the site of inflammation

- Directly penetrates cornea and eye upon pharmacokinetic exposure in the ocular cavity**

• Active ingredients escape at 100% (100% bioavailability) through ocular tissues, resulting in 100% or no systemic effect**

DUREZOL
diflupredate ophthalmic emulsion 0.05%

Tame the Flame.

PG 4

Formulated for consistent drug delivery**

- Durezol demonstrated excellent drop-to-drop dose consistency
- Only Durezol delivers acceptable active drug levels 100% of the time

Active Drug Delivered (%)

Product	Active Drug Delivered (%)
Durezol	100%
Placebo	23%
Placebo + pain	4%

• Each Placebo Plus® dose contained anywhere from 51% to 100% active drug

• Each Durezol dose contained anywhere from 95% to 100% active drug

Please see page 10 for Important Safety Information. See the package insert for full prescribing information.

THE
DUREZOL
DIFFERENCE