



spotlight on health

New Ways To Treat Pinkeye

(NAPSA)—There may be good news for parents and others looking to treat bacterial conjunctivitis, sometimes called “pinkeye.” A newly approved treatment could cut the amount of eyedrops they use by more than half. Here’s a closer look:

A Common Problem

Conjunctivitis is an inflammation of the conjunctiva, which is the mucous membrane covering the whites of the eye and the inner side of the eyelid. Causes of conjunctivitis can include allergies, chemicals, and viral or bacterial infections. Bacterial conjunctivitis is a common form of conjunctivitis that may be contagious and is common in children.

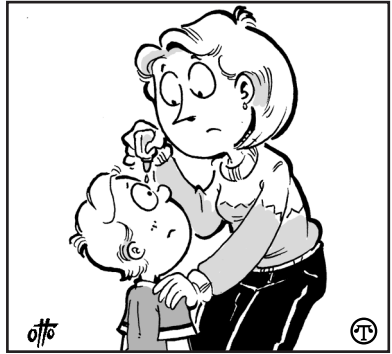
A More Convenient Treatment

Typical treatments for bacterial conjunctivitis require a high number of eyedrops administered over a period of time. However, a treatment recently approved by the FDA, called AzaSite™ (azithromycin ophthalmic solution 1%), may make dealing with the problem easier. Doctors say AzaSite’s convenient dosing schedule is expected to allow for improved patient compliance, and it can be used on children as young as 1 year old. In clinical trials, the side effect of eye irritation occurred following AzaSite administration in 1-2 percent of patients.

“The treatment is formulated with the broad-spectrum antibiotic azithromycin and has a more convenient dosing regimen, requiring less than half the number of drops for effective treatment compared to the most prescribed treatments,” said Terrence P. O’Brien, M.D., Professor of Ophthalmology and Charlotte Breyer Rodgers Distinguished Chair in Ophthalmology, Bascom Palmer Eye Institute of the University of Miami. “These attributes are particularly important when treating young children and busy adults.”

Pinkeye Symptoms

People with bacterial conjunc-



New treatments may make pink-eye easier to deal with.

tivitis typically suffer from:

- Mucous discharge that may cause the eyelids to stick together
- Swelling of the conjunctiva
- Irritation
- Itching
- Foreign body sensation
- Tearing
- Redness.

More Information

If you or a loved one has symptoms of bacterial conjunctivitis, talk to a health care professional. For more information on treatments, visit www.inspirepharm.com or call 1-888-881-4696.

Important Safety Information

AzaSite is indicated for the treatment of bacterial conjunctivitis caused by the following organisms: CDC coryneform group G, *Staphylococcus aureus*, *Streptococcus mitis* group, *Streptococcus pneumoniae* and *Haemophilus influenzae*. The recommended dosing regimen for the product is one drop twice a day for two days, followed by one drop once a day for the next five days, for a total of nine drops per affected eye. AzaSite should not be injected subconjunctivally or introduced directly into the anterior chamber of the eye or otherwise administered systemically. In clinical trials, the most common adverse event in patients receiving AzaSite was eye irritation, which occurred in 1-2 percent of patients.