Targeted relief designed to
***not exacerbate dry eye symptoms*[1,2]**

For ocular itch associated with allergic conjunctivitis

INITIATE ZERVIATE®[3]

Choose the topical prescription treatment that delivers the proven power of cetirizine (active ingredient in ZYRTEC®*)[3,4]

*Trademarks referenced herein held by their respective owners.

- RAPID ONSET OF RELIEF STARTING AT 3 MINUTES, THAT LASTS UP TO 8 HOURS** [1]
- STATISTICALLY SIGNIFICANT AND RAPID REDUCTION IN OCULAR ITCH IN MODERATE AND SEVERE PATIENTS[1,3]
- DESIGNED FOR COMFORT WITH HYDRELLA®, WHICH LUBRICATES WITH EVERY DROP[3,5]
- AVAILABLE IN SINGLE-UNIT CONTAINERS FOR DOSING CONVENIENCE[3]

**In clinical studies, subjects were pretreated with either ZERVIATE or vehicle and exposed to the allergen at 15 minutes to assess onset of action, and at 8 hours to assess duration of effect. Primary efficacy endpoints of ocular itching and conjunctival hyperemia were measured at 3, 5, and 7 minutes post-exposure.[1]

Available by prescription only

INDICATIONS AND USAGE

ZERVIATE® (cetirizine ophthalmic solution) 0.24% is a histamine-1 (H1) receptor antagonist indicated for treatment of ocular itching associated with allergic conjunctivitis.

DOSAGE AND ADMINISTRATION

Instill one drop of ZERVIATE in each affected eye twice daily (approximately 8 hours apart).

ADVERSE REACTIONS

The most commonly reported adverse reactions occurred in approximately 1%–7% of patients treated with either ZERVIATE or vehicle. These reactions were ocular hyperemia, instillation site pain, and visual acuity reduced.

Please see enclosed full Prescribing Information.

ZERVIATE™
cetirizine ophthalmic solution, 0.24%
FORMULATED WITH HYDRELLA®

ENSURE YOUR PATIENTS HAVE AFFORDABLE ACCESS TO ZERVIATE®

The ZERVIATE Copay Savings Program helps patients save on their prescription

Pay as little as

$59

For eligible patients, see terms and conditions at HarrowConnects.com

***Sign up today at* HarrowConnects.com**

IMPORTANT SAFETY INFORMATION

WARNINGS AND PRECAUTIONS

Contamination of Tip and Solution: As with any eye drop, care should be taken not to touch the eyelids or surrounding areas with the dropper tip of the bottle or tip of the single-use container to avoid injury to the eye and to prevent contaminating the tip and solution. Keep the multi-dose bottle closed when not in use. Discard the single-use container after using in each eye.

Contact Lens Wear: Patients should be advised not to wear a contact lens if their eye is red. ZERVIATE should not be instilled while wearing contact lenses. Remove contact lenses prior to instillation of ZERVIATE. The preservative in ZERVIATE, benzalkonium chloride, may be absorbed by soft contact lenses. Lenses may be reinserted 10 minutes following administration of ZERVIATE.

ADVERSE REACTIONS

The most commonly reported adverse reactions occurred in approximately 1%–7% of patients treated with either ZERVIATE or vehicle. These reactions were ocular hyperemia, instillation site pain, and visual acuity reduced.

Please see enclosed full Prescribing Information.

References: 1. Meier EJ, Torkildsen GL, Gomes PJ, et al. Phase III trials examining the efficacy of cetirizine ophthalmic solution 0.24% compared to vehicle for the treatment of allergic conjunctivitis in the conjunctival allergen challenge model. *Clin Ophthalmol*. 2018;12:2617-2628. **2**. Hom MM, Nguyen AL, Bielory L. Allergic conjunctivitis and dry eye syndrome. *Ann Allergy Asthma Immunol*. 2012;108(3):163-166. **3**. ZERVIATE [package insert]. Fort Worth, TX: Eyevance Pharmaceuticals LLC; 2020. **4**. US Department of Health and Human Services, Food and Drug Administration. *Approved Drug Products With Therapeutic Equivalence Evaluations.* (Orange Book). 42nd ed. Washington, DC: US Department of Health and Human Services, Food and Drug Administration; 2022. **5**. Malhotra RP, Meier E, Torkildsen G, et al. Safety of cetirizine ophthalmic solution 0.24% for the treatment of allergic conjunctivitis in adult and pediatric subjects. *Clin Ophthalmol*. 2019;13:403-413.

HARROW
Your patients. Our purpose.

102 Woodmont Blvd., Suite 610, Nashville, TN 37205, USA

ZERVIATE™
cetirizine ophthalmic solution, 0.24%
FORMULATED WITH HYDRELLA®