Dear Ms. LaRussa-Goepel:

Please refer to your Supplemental New Drug Application (sNDA) dated November 19, 2010, received November 22, 2010, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Latisse (bimatoprost ophthalmic solution) 0.03%.

We acknowledge receipt of your amendments dated April 1 and August 5, 2011. The April 1, 2011, submission constituted a complete response to our March 11, 2011, action letter.

This “Changes Being Effected in 30 Days” supplemental new drug application provides for revisions to the WARNINGS AND PRECAUTIONS and ADVERSE REACTIONS sections of the package insert.

We have completed our review of this supplemental application, as amended. It is approved, effective on the date of this letter, for use as recommended in the enclosed, agreed-upon labeling text, which is identical to the labeling for the package insert submitted August 5, 2011.

As soon as possible, but no later than 14 days from the date of this letter, submit the content of labeling [21 CFR 314.50(l)] in structured product labeling (SPL) format using the FDA automated drug registration and listing system (eLIST), as described at http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm. Content of labeling must be identical to the enclosed labeling (text for the package insert), with the addition of any labeling changes in pending “Changes Being Effected” (CBE) supplements, as well as annual reportable changes not included in the enclosed labeling.

Information on submitting SPL files using eLIST may be found in the guidance for industry titled “SPL Standard for Content of Labeling Technical Qs and As” at http://www.fda.gov/downloads/DrugsGuidanceComplianceRegulatoryInformation/Guidances/UCM072392.pdf.

The SPL will be accessible from publicly available labeling repositories.

Reference ID: 3011164
Also within 14 days, amend all pending supplemental applications for this NDA, including CBE supplements for which FDA has not yet issued an action letter, with the content of labeling [21 CFR 314.50(l)(1)(i)] in MS Word format, that includes the changes approved in this supplemental application, as well as annual reportable changes and annotate each change. To facilitate review of your submission, provide a highlighted or marked-up copy that shows all changes, as well as a clean Microsoft Word version. The marked-up copy should provide appropriate annotations, including supplement number(s) and annual report date(s).

We remind you that you must comply with reporting requirements for an approved NDA (21 CFR 314.80 and 314.81).

If you have any questions regarding this supplemental application, call Ms. Leanna Kelly, Consumer Safety Officer, at (301) 796-0471. For all other inquiries regarding this NDA, please call Mr. Michael Puglisi, Regulatory Project Manager, at (301) 796-0791.

Sincerely,

{See appended electronic signature page}

Wiley A. Chambers, M.D.
Deputy Director
Division of Transplant and Ophthalmology Products
Office of Antimicrobial Products
Center for Drug Evaluation and Research

ENCLOSURE:
Content of Labeling
This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

WILEY A CHAMBERS
09/07/2011