

## Prolensa® (bromfenac) – First-time generic

- On January 9, 2024, <u>Lupin launched</u> an <u>AB-rated</u> generic version of Bausch Health's <u>Prolensa</u> (bromfenac) ophthalmic 0.07% solution.
  - Lupin was granted 180-days of generic exclusivity.
- Prolensa is approved for the treatment of postoperative inflammation and reduction of ocular pain in patients who have undergone cataract surgery.
- Bromfenac is also available generically as an <u>ophthalmic 0.09% solution</u> and brand ophthalmic 0.075% solution (<u>Bromsite®</u>) carrying the same indication as Prolensa.
- According to IQVIA data, Prolensa had annual sales of \$182 million as of November 2023.



At Optum, we help create a healthier world, one insight, one connection, one person at a time. All Optum trademarks and logos are owned by Optum, Inc., in the U.S. and other jurisdictions. All other trademarks are the property of their respective owners. This document contains information that is considered proprietary to Optum Rx and should not be reproduced without the express written consent of Optum Rx. RxNews® is published by the Optum Rx Clinical Services Department.