WHAT IS CLAIMED:

1. Use of a pharmaceutical composition comprising 4-bromo-5-(2-imidazolin-2-ylamino)benzimidazole or a salt thereof in the manufacture of a medicament for lowering intraocular pressure, wherein the medicament is to be administered to the affected eye of a patient, ~~as a single dose~~once or twice per day, wherein the affected eye has an intraocular pressure less than the baseline intraocular pressure for at least eight (8) hours.

2. The use of claim 1, wherein the affected eye maintains an intraocular pressure less than the baseline intraocular pressure for at least ten (10) hours.

3. The use of claim 1, wherein the affected eye maintains an intraocular pressure less than the baseline intraocular pressure for at least twelve (12) hours.

4. The use of claim 1, wherein the composition comprises 0.01% to 5 % by weight, 4-bromo-5-(2-imidazolin-2-ylamino)benzimidazole or a salt thereof.

5. The use of claim 1, wherein the composition comprises 0.15 % to 1 % by weight, 4-bromo-5-(2-imidazolin-2-ylamino)benzimidazole or a salt thereof.

6. The use of claim 1, wherein the composition further comprises from 0.001% to 1% by weight of a preservative.

7. The use of claim 1, wherein the composition further comprises from 0.01% to 0.5% by weight of a preservative.

8. The use of claim 1, wherein the composition further comprises from 0.001% to 0.01% by weight of a preservative.

9. The use of claim 1, wherein the composition further comprises from 0.01% to 1% by weight of a co-solvent.