What is claimed is:

1. ~~A method of lowering intraocular pressure which comprises administering topically a therapeutically effective amount~~Use of a pharmaceutical composition comprising (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof, in the manufacture of a medicament for lowering intraocular pressure, wherein the medicament is to be administered topically to the affected eye of a patient.

2. ~~A method of lowering intraocular pressure which comprises administering topically a therapeutically effective amount~~Use of a pharmaceutical composition comprising (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof, in the manufacture of a medicament for lowering intraocular pressure, wherein the medicament is to be topically administered to the affected eye of a patient, as a single dose, and wherein the affected eye has an intraocular pressure less than the baseline intraocular pressure for at least eight (8) hours.

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

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

5. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament comprises from about about 0.01% to about 5 % by weight, (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof.

6. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament comprises from about 0.01 % to about 2 % by weight, (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof.

7. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament comprises from about 0.05 % to about 1 % by weight, (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof.

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

9. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament further comprises from about 0.01% to about 0.5% by weight of a preservative.

10. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament further comprises from about 0.001% to about 0.01% by weight of a preservative.

11. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament further comprises from about 0.01% to about 2 % by weight of a co-solvent.

12. The ~~method~~ use of claim 1, wherein the ~~composition~~ medicament further comprises from about 0.01% to about 2% by weight of a viscosity building agent.

13. ~~A method of lowering intraocular pressure of a patient in need thereof which comprises administering topically a therapeutically effective amount~~ Use of a pharmaceutical composition (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol or a salt thereof, in the manufacture of a medicament for lowering intraocular pressure of a patient, wherein the medicament is to be topically administered to the affected eye of said patient, once or twice daily, and wherein the affected eye maintains an intraocular pressure less than the baseline intraocular pressure, throughout the day.

14. The ~~method~~ use according to claim 3 wherein said ~~composition~~ medicament is to be administered once a day.

15. An article of manufacture comprising packaging material and a pharmaceutical agent contained within said packaging material, wherein the pharmaceutical agent is therapeutically effective for lowering intraocular pressure and wherein the packaging material comprises a label which indicates the pharmaceutical agent can be used for lowering intraocular pressure and wherein said pharmaceutical agent comprises an effective amount of (*S*) (3-(1-(1H-imidazol-4-yl)ethyl)-2-methylphenyl)methanol.