

hydraSense®

Long-Lasting Dry-Eye Relief

that is Gentle on the Eyes



Why Recommend hydraSense® Eye Drops for Dry-Eye Sufferers?

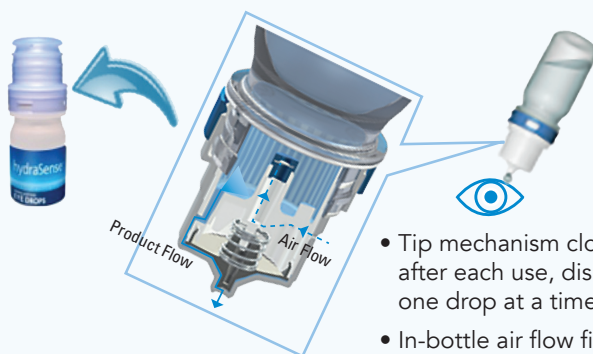
Contains A Naturally-Sourced Lubricant:

hydraSense® Eye Drops contain sodium hyaluronate, a lubricant naturally found in the body and eyes, which:

1. Provides **long-lasting relief** by prolonging tear break-up time and tear film stability^{1,2,3,4}
2. **Is clinically proven to moisturize, hydrate and protect** the eyes by effectively binding water to retain moisture to protect the eye from dryness^{1,5,6,7}

Preservative-Free:

hydraSense® comes in a **innovative sterile bottle with a filter system** allowing the product to be preservative free



- Tip mechanism closes after each use, dispensing one drop at a time
- In-bottle air flow filter to prevent air contamination

Phosphate-Free




Can Be Used With Contact Lenses

Retailer Benefits:

- High margins
- Full marketing, Consumer, HCP and trade support programs
- National TV campaign

Strong Consumer Purchase Intent:

- 61% of respondents definitely or probably will buy⁸
- Incremental purchase: 20% of dry eye sufferers will purchase in addition to current brand

SKU DESCRIPTION	FOR DRY EYES	ADVANCED FOR DRY EYES	NIGHT THERAPY FOR DRY EYES
			
Long-Lasting Relief of Dry Eyes	✓	✓	✓
Clinically-Proven, Naturally-Sourced Lubricant	Sodium hyaluronate (0.15%)	Sodium hyaluronate (0.15%)	Sodium hyaluronate (0.3%)
Preservative-Free	✓	✓	✓
Phosphate-Free	✓	✓	✓
Contains Provitamin B5	X*	✓*	X*
Product Type	Drops	Drops	Gel Drops ¹
Gentle on the Eyes	✓	✓	✓
Can Be Used with Contact Lenses	✓	✓	✓



¹ The gel drop higher viscosity, for long lasting relief, makes it an option to treat dry eyes at night and before you sleep. The easy to use liquid gel is also suitable for day.

* Also contains other ingredients

Recommend hydraSense[®] Eye Drops to your dry-eye patients for long-lasting relief.

References: 1. Cytoprotective effects of Hyaluronic acid and carbomer 934P in ocular surface epithelial cells. *IOVS*, November 2002, Vol 43, no 11. 2. Effect of 0.3% Hydroxypropyl methylcellulose/dextran vs 0.18% Sodium hyaluronate in the treatment of ocular surface disease in glaucoma patients: a randomized, double-blind, and controlled study. *J Ocul Pharmacol Ther*. 2015 Jul-Aug; 31 (6): 323-9. 3. Effectiveness of sodium hyaluronate eyedrops in the treatment of dry eye. *Graefes Arch Clin Exp Ophthalmol* 2006 Jan; 244 (1): 109-12. 4. Immediate effect of 3% Diquafosol and 0.1% Hyaluronic acid ophthalmic solution on tear break-up time in normal human eyes. *J Ocul Pharmacol Ther*. 2015 Dec; 31 (10): 631-5. 5. Characterization of water retentive properties of Hyaluronan. Nakamura et al. *Cornea* 12(5), 433-436, 1993. 6. Evaluation of sodium hyaluronate as viscous vehicle for eye drops. *J Pharm Belg* 1989, 44, 6: 391-397. 7. In vitro efficacy of ocular surface lubricants against dehydration. *Cornea* 2013 Sep; 32 (9): 1260-4. 8. Ipsos Innoquest volumetric April 2016.

hydraSense[®]
EYE DROPS

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