



NEW APPROACH TO DAY BY DAY ACTIVITY

DRY EYE

Dry Eye Disease (DED) ?

SCREENING IT'S IMPORTANT
EARLY TREATMENT IS BEST

WHO ARE THE POTENTIAL INTERESTED ?

- **Have non-specific ocular discomfort at the end of the day**
- **Work in low humidity environments**
- **Wear contact lenses**
- **Computer/smartphones intense users, with special attention to young people**
- **Have been diagnosed as a dry eye sufferer**

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A WIDER APPROACH FOR EVERY ONE

Early detection is important



Add **DED** assessment
to every one

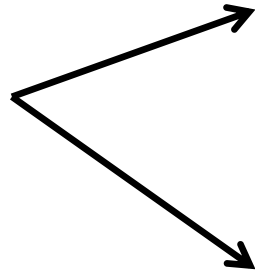
Early treatment is best

MASS SCREENING → MASS SATISFACTION

- Every one will benefit from the screening with **EYE-LIGHT solutions**

DRY EYE AND MEIBOMIAN GLANDS DISEASE SCREENING

AVAILABLE PRODUCTS FOR DRY EYE ANALYSIS



- TEAR SCIENCE / J&J LIPIVIEW: 60,000 €
- CSO ANTARES: 10,000 €
- OCULUS KERATOGRAPH: 16,000 €

- SCHIRMER TEST: 0.30 – 0.50 €

- All these products share a very important common aspect: they require specific competences to understand their output. Moreover, the more sophisticated instrument requires a more in-depth knowledge of its use
- None of these products are used for ophthalmic routine examination, while it is crucial, given the huge figures of this pathology and its exponential growth, to **SCREEN ALL THE PATIENTS**

!!! MASS SCREENING !!!

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DRY EYE AND MEIBOMIAN GLANDS SCREENING

A UNIQUE DEVICE BECAUSE

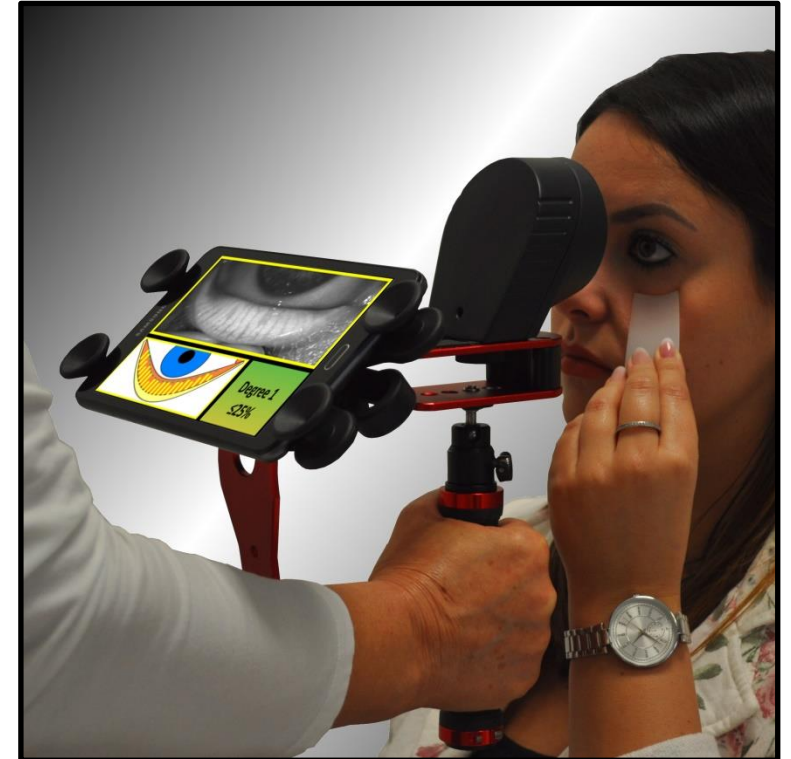
- **TWO FUNDAMENTAL INDICATIONS:**
 1. MEIBOMIAN GLANDS DYSFUNCTION LEVEL (MEIBOSCALE DR. PULT)
 2. DRY EYE SEVERITY LEVEL (DEQ 5)
- **OBJECTIVE AND FULLY AUTOMATED SCREENING**
- **SHORT EXAM TIME: 3 MINUTES**
- **EASY TO USE**
- **IT DOESN'T REQUIRE SPECIFIC COMPETENCES** RELATED TO THE DRY EYE PATHOLOGY: THE EMBEDDED SOFTWARE INDICATES THE SEVERITY OF THE PATHOLOGY



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DRY EYE AND MEIBOMIAN GLANDS SCREENING

- **USABLE:**
 - ON CUSTOMER'S SLIT LAMP
 - HAND HELD
 - WITH SPECIFIC FLOORSTAND (EYE-LIGHT LINE)
- **CARRY ON** WITH ITS SPECIFIC SUITCASE
- **INDIPENDENT:** IT DOESN'T REQUIRE EXTERNAL POWER. BATTERIES CHARGE OVERNIGHT TIME.
- APP AND PATIENT DATABASE IN THE **CLOUD**
- SOFTWARE IS **ONLINE UPGRADEABLE:** THE DEVICE IS **ALWAYS** OF **LAST GENERATION**
- VERY **AFFORDABLE** PRICE
- **NO DISPOSABLES**



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DRY EYE AND MEIBOMIAN GLANDS DISEASE SCREENING

MARKETING INSTRUMENTS:

➤ AD PANEL

➤ FLYERS FOR CLIENTS/PATIENTS

➤ VIDEO

DRY EYE DISEASE. EARLY DETECTION IS IMPORTANT. EARLY TREATMENT IS BEST.

What is Dry Eye Disease (DED)?
DED most commonly appears as eye dryness and overall eye discomfort but patients may also feel (1, 2, 3):

- FLUTTERING
- BURNING
- FOREIGN BODY SENSATION
- ITCHING
- DISCOMFORT AT THE END OF THE DAY

What are Risk factors for DED?

- Computer or mobile phone use (can cause eye strain and dryness)
- Wearing contact lenses
- Use of eye cosmetics
- Chronic blepharitis
- Age (especially after age 50)
- Prolonged use of vasoconstrictors (in artificial tears, etc.)
- Air pollution
- Women with Sjogren's syndrome
- 300 MILLION Americans have DED symptoms and it is leading to a health care epidemic

Find out if you have DED is asking your Eye Doctor for a comprehensive exam. It is important to talk to your Eye Doctor because the inflammation can be progressive.

The Dry Eye Syndrome

The tear film
The tear film, necessary to the functioning of the eye, is formed by three layers:
• A mucous layer in contact with the eye globe, secreted by the conjunctival mucous cells.
• An aqueous layer secreted by the lacrimal glands.
• A lipid layer secreted by the Meibomian glands.

What is the dry eye
The dry eye is a disorder of the tear film due to a reduced production or excessive evaporation of tears, which causes damage to the exposed ocular surface. Excessive evaporation of tears (cause of 80% of dry eye cases) is caused by the obstruction or malfunction of the Meibomian glands that are located in the eyelids, and are responsible for producing the lipid layer of the tears. When not working properly, they do not produce enough lipid component in the tear film, so tears evaporate more rapidly. Insufficient or absent lipid layer can cause evaporation of the tear up to 16 times faster.

Symptoms

- Occasional irritation
- Burning
- Foreign body sensation
- Itching
- Eye redness
- Discomfort/body sensation

Risk factors

- Allergic conjunctivitis
- Hormonal imbalance - Menopause
- Use and abuse of eye cosmetics
- Use of contact lenses
- Chronic blepharitis
- Age (especially after age 50)
- Prolonged use of vasoconstrictors (in artificial tears, etc.)
- Air pollution

Diagnosis
Dry eye diagnosis should always be made by the Ophthalmologist with reliable tests, thus avoiding self diagnosis and treatment "over the counter". The Ophthalmologist will consider a number of parameters and the correct therapy for each specific case.

The cure
There are several solutions for the dry eye problem, going from artificial tears (eye drops) to a new generation of therapeutic treatments.

DRY EYE

Dry Eye Disease (DED) ?

SCREENING IT'S IMPORTANT
EARLY TREATMENT IS BEST

300
MILLIONS



Over 300 million persons
have DED symptoms
and this number
is expected to increase
(25, 26)

What is *Dry Eye Disease (DED)*?

DED most commonly appears as eye dryness and overall eye discomfort but patients may also feel (1, 2, 27):



OCCASIONAL ALTERED VISION



BURNING



FOREIGN BODY SENSATION



EYE REDNESS



ITCHING



DISCOMFORT AT THE END OF THE DAY

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What are Risk factors for DED?



Computer or
smartphone
use may cause
less blinking, which may
contribute to symptoms
of DED

(3, 19, 20, 21)



CATARACT, PRK or
LASIK surgery

(4, 5, 6, 7, 8, 9, 10, 11,
12, 13, 14, 15, 16, 17, 18)



Office environments
(low humidity,
air conditioning)

(22)



Use of contact
lenses

(23)

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(25, 26)

What are Risk factors for **DED**?



Certain drugs or
glaucoma
medications

(24)



Abuse of
eye cosmetics

(1, 2)



Air pollution

(1, 2)



Diseases such as
Sjögren's syndrome

(1, 2)

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SCREENING IT'S IMPORTANT EARLY TREATMENT IS BEST

THE FIRST COMPLETE STRATEGY FOR DRY EYE TREATMENT

