

OCUTEARS® A NEW EYE-WELLNESS PORTFOLIO FOR DRY EYE SYMPTOMS



Dry eye disease severity

Recommended artificial tear eye drops

Eye drops contain

Preservative-free^{1,2,4}

Suitable for contact lens wearers^{1,2,4}

<p>MILD¹⁻³</p> <p>MODERATE¹⁻³</p> <p>SEVERE³</p>	 <p>OCUTEARS® HYDRO+</p>	<p>0.4% cross-linked sodium hyaluronate, provides a high viscoelasticity ensuring a high degree of hydration on the ocular surface¹</p>		
	 <p>OCUTEARS® ALO+</p>	<p>0.4% cross-linked sodium hyaluronate²</p> <p>Aloe vera, proven to be useful for redness or sensitive eyes, with highly moisturising and long-lasting protective action²</p>		
	 <p>CATIONORM®</p> <p>NEW Packaging Coming Soon</p>	<p>First and only to use ionic technology³</p> <p>Targets oily, watery and mucus layers with its advanced triple-action dry eye science³</p>		

REFERENCES

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*Containing 0.1-0.2% sodium hyaluronate.

OCUTEARS® PORTFOLIO PATIENT CHARACTERISTICS



Busy lifestyle impacted by dry eye symptoms and wants long-lasting relief, which may mean less frequent application of eye drops^{1,6,7}

Wants relief for stinging, gritty, tired, heavy or watery eyes impacted by e.g. screen time, reading, outdoor activities^{1,9,10}

Needs an eye drop that they can apply less often and for them to stay in place, an eye drop for on the go^{1,5-8}

Patients may match one or several of these characteristics



**OCUTEARS®
HYDRO+**

PIP Code:
424-1733



Looking for relief from **sensitive eyes**, with redness, swelling or general irritation as their main concern^{2,11}

They may experience irritation from sun exposure, air conditioning or a dry environment like air travel²

Looking for prolonged freshness and relief from their dry eye symptoms^{2,11-14}



**OCUTEARS®
ALO+**

PIP Code:
424-1741



Suffers from **regular symptoms** of DED with **significant impact** on daily activities e.g. driving and watching TV,^{4,9-10} which might be exacerbated by the menopause and concomitant conditions

Seeking long-lasting relief from stinging, itching, burning eyes or foreign body sensation⁴

Has tried many eye drops but not found a solution for them – looking for something different that contains sodium hyaluronate^{4,15}

Also suitable for those who have undergone eye surgery and want something to help with the discomfort^{4,15}



CATIONORM®

PIP Code:
416-3002