



A BRIGHT SOLUTION FOR DRY EYES

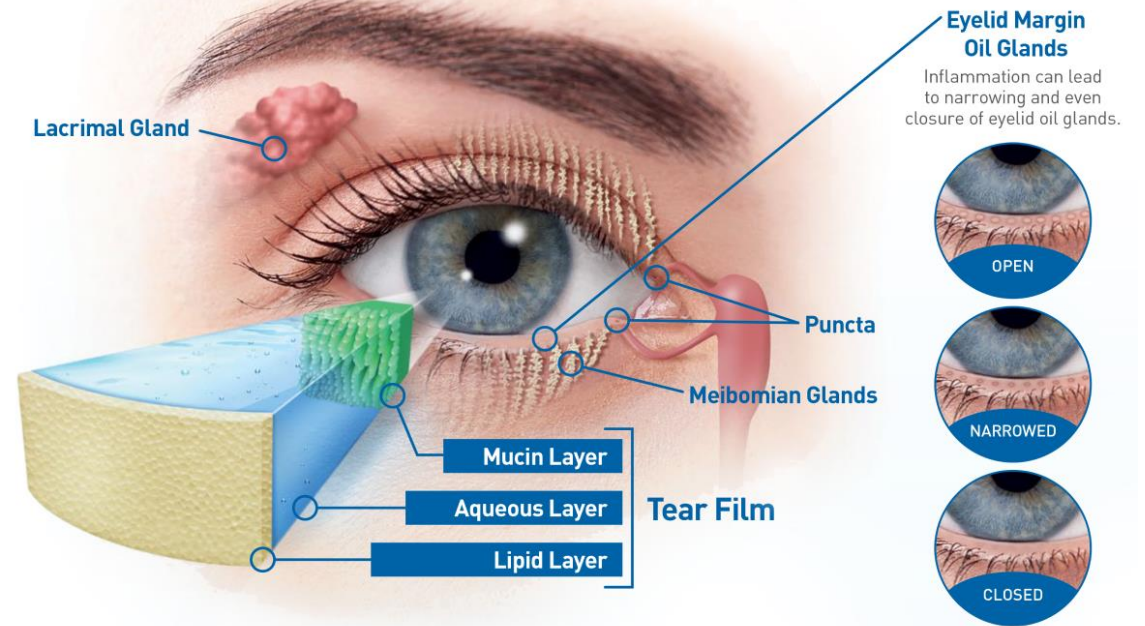
OptiLIGHT 
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WHAT IS DRY EYE DISEASE?

DRY EYE DISEASE is a common condition that occurs when your tears can't provide adequate lubrication for your eyes.

Tears can be inadequate and unstable for many reasons. For example, dry eyes may occur if you don't produce enough tears or if you produce poor-quality tears.

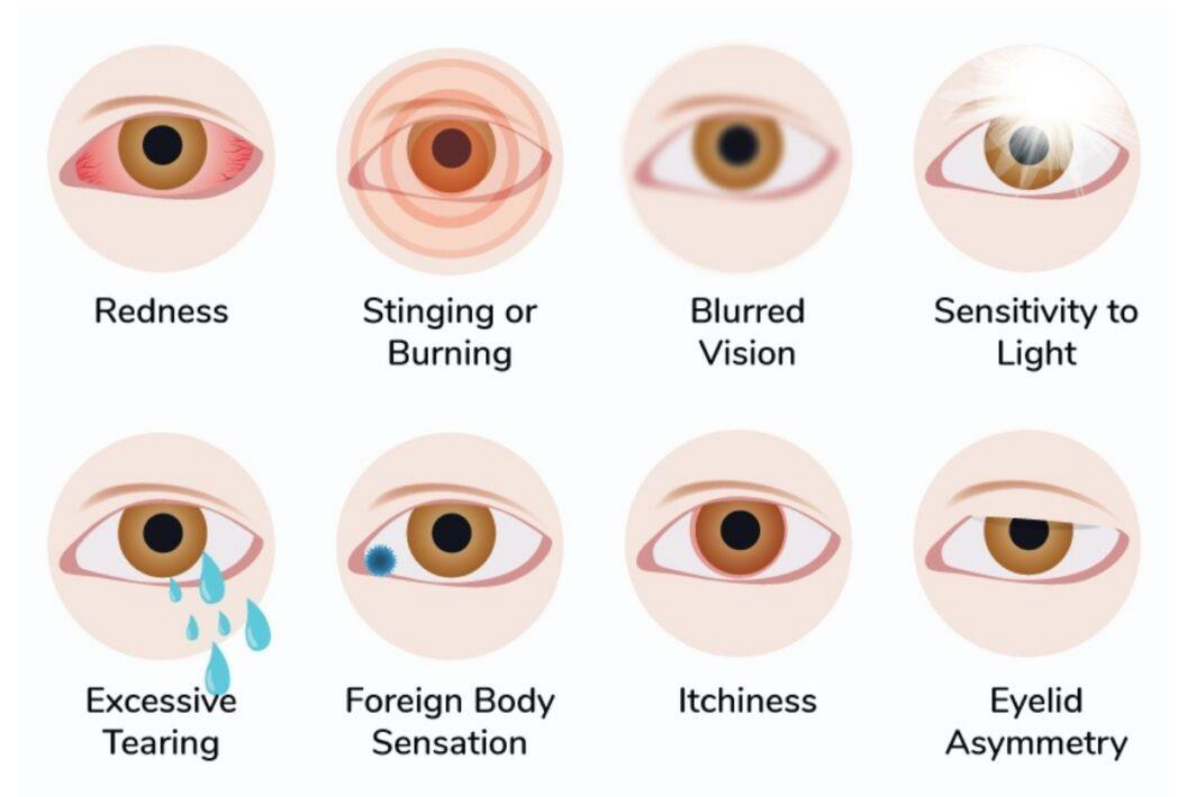
This tear instability leads to inflammation and damage of the eye's surface. ¹



SIGNS AND SYMPTOMS OF DRY EYE DISEASE

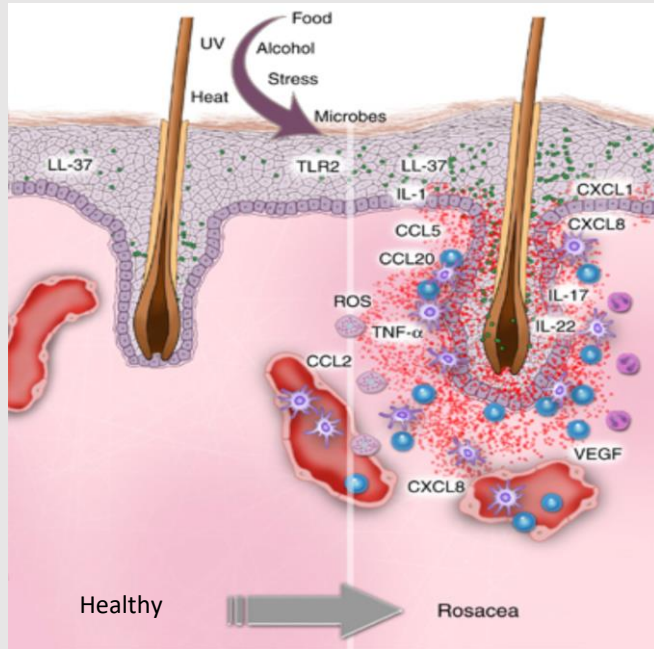
SIGNS AND SYMPTOMS, WHICH USUALLY AFFECT BOTH EYES, MAY INCLUDE:

- A stinging, burning or scratchy sensation in your eyes
- Stringy mucus in or around your eyes
- Sensitivity to light
- Eye redness
- A sensation of having something in your eyes
- Difficulty wearing contact lenses
- Difficulty with nighttime driving
- Watery eyes
- Blurred vision or eye fatigue

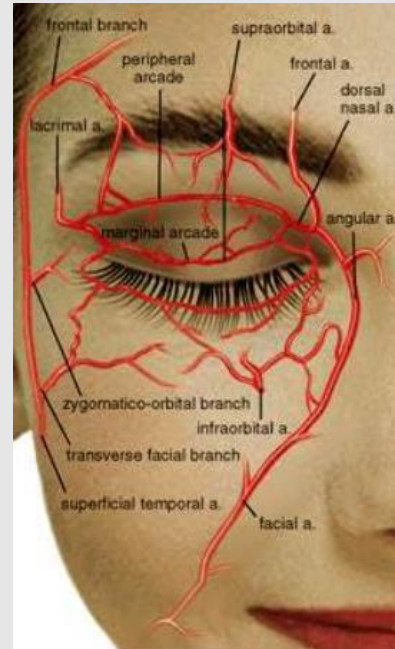


DRY EYE DUE TO MGD IS AN INFLAMMATORY DISEASE

MGD is often a skin gland disease



In rosacea, abnormal blood vessels release pro inflammatory agents



These inflammatory agents propagate to the eyelids via the orbital vasculature

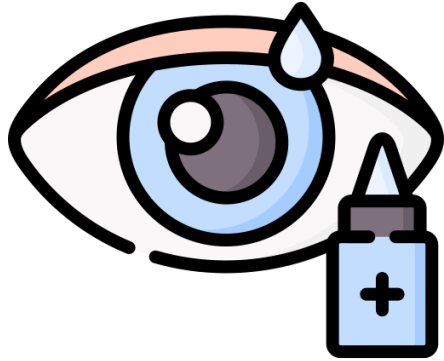


Rosacea is a chronic, inflammatory skin condition which affects the facial skin and eyelids.

80% of Rosacea patients suffer from MGD, the leading cause of Dry Eye Disease

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TREATMENT OPTIONS AVAILABLE



Changing Environmental Factors

Warm Compresses

Over The Counter Drugs And Drops

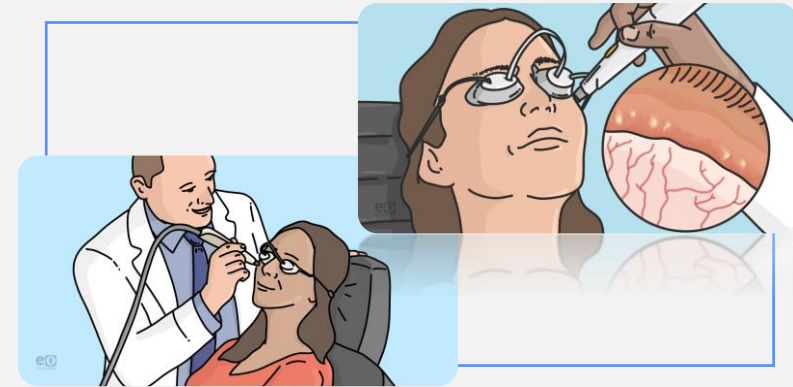
Prescription Medication



Symptom Based
Compliance Dependent

OptiLIGHT™

1. Root-Cause Therapy
2. In-office Treatment Vs. Daily Management
3. Meibomian Gland Recovery
4. Aesthetics Benefits
5. Potential Financial Savings¹⁰



OptiLIGHT™

THE FIRST AND ONLY LIGHT THERAPY FOR DRY EYES

OptiLIGHT™ is a quick, safe, and effective treatment for dry eyes that addresses the root cause: inflammation.

OptiLIGHT™ is FDA approved for dry eye management, and in addition backed by over 50 clinical studies.

A course of treatments typically includes 4 sessions, spaced 2-4 weeks apart.

Each session usually takes only 10-15 minutes.

Patients usually report an improvement after their 2nd or 3rd session.

Clinically Validated To Reduce Signs of Dry Eye



*Reduction in
inflammatory markers¹³*



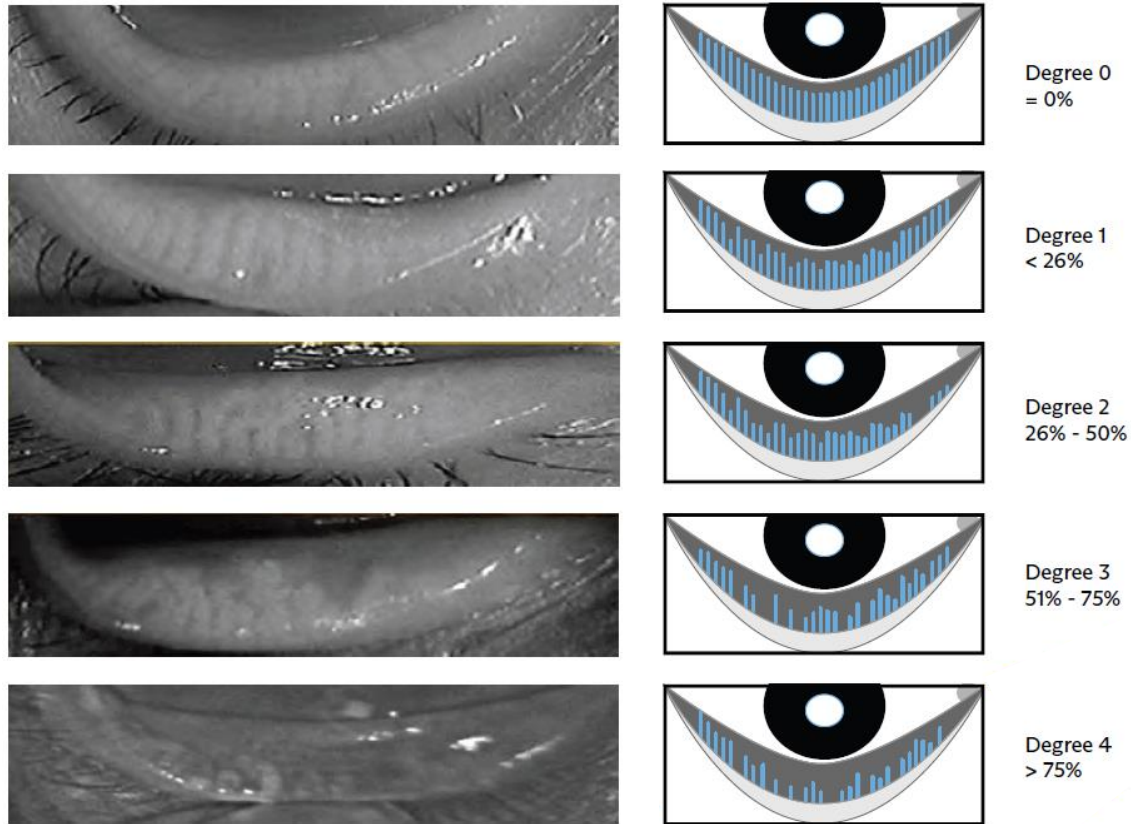
*Improvement in tear
break up time¹⁴*



*Restores functionality of
Meibomian Glands¹⁵*

MEIBOMIAN GLAND RECOVERY WITH OptiLIGHT™

MEIBOMIAN GLAND GRADING SCALE



IMPROVEMENT IN GLAND MORPHOLOGY



6 months timelapse after 4 treatments



LM Periman MD

Laura M. Periman, MD | Periman Eye Institute



Rae Huang, OD | Preventative Eye Care



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<https://preventativeeyecare.com/ipl/>

WHAT TO EXPECT

During the **OptiLIGHT™** treatment, your practitioner will apply coupling gel on the treatment area and cover your eyes with shields.

You may experience a warm, therapeutic sensation as treatment is applied to the skin. The treatment is gentle with minimal discomfort.

You can quickly return to your daily activities post-treatment. You will be advised to stay out of direct sunlight for a few days and apply sunscreen.

Maintenance treatments are usually recommended every 6-12 months to ensure the best long-term results.





ASK YOUR
PROVIDER ABOUT
SCHEDULING YOUR
TREATMENT **TODAY!**

A BRIGHT SOLUTION
FOR DRY EYES

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Sources:

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- ³ <https://www.reviewofoptometry.com/article/dry-eye-in-optometry-trends-habits-and-hangups>
- ⁴ <https://theophthalmologist.com/subspecialties/the-burden-of-dry-eye-disease>
- ⁵ <https://pubmed.ncbi.nlm.nih.gov/28481835/>
- ⁶ USA General Population 2018 Cross Sectional Study and Census.gov Population Clock – accessed August 2nd 2020
- ⁷ <https://theophthalmologist.com/subspecialties/the-burden-of-dry-eye-disease>
- ⁸ <https://www.opthalmologytimes.com/view/how-ipl-technology-can-help-grow-your-practice>
- ⁹ Kheirkhah et al. (2017), *The Journal of Cornea and External Disease* 36(8):893-897
- ¹⁰ <https://www.healio.com/news/ophthalmology/20120331/the-economic-burden-of-dry-eye-disease>
- ¹¹ Google Trends Data
- ¹² Social Connectedness, Excessive Screen Time During COVID-19 and Mental Health: A Review of Current Evidence by Apurvakumar Pandya and Pragya Lodha *Front. Hum. Dyn.*, 22 July 2021
- ¹³ Liu et al. (2017), *Am J Ophthalmol* 183:81-90
- ¹⁴ Dell et al. (2017), *Clin Ophthalmol* 11:817-827
- ¹⁵ Huo et al. (2021) *Ann Transl Med* 9(3):238
- ¹⁶ Disclaimer: possible ROI model, figures are reference points only; not including maintenance treatment
- ¹⁷ Average cost of an OptiLIGHT treatment series is \$1200
- ¹⁸ Javate RM, Cruz RT Jr, Khan J, Trakos N, Gordon RE. Nonablative 4-MHz dual radiofrequency wand rejuvenation treatment for periorbital rhytides and midface laxity. *Ophthalmic Plast Reconstr Surg.* 2011 May-Jun;27(3):180-5. doi: 10.1097/IOP.0b013e3181fe8e5a. PMID: 21283035.
- ¹⁹ Rabkin JM, Hunt TK. Local heat increases blood flow and oxygen tension in wounds. *Arch Surg.* 1987 Feb;122(2):221-5. doi: 10.1001/archsurg.1987.01400140103014. PMID: 3813871.
- ²⁰ Malanga GA, Yan N, Stark J. Mechanisms and efficacy of heat and cold therapies for musculoskeletal injury. *Postgrad Med.* 2015 Jan;127(1):57-65. doi: 10.1080/00325481.2015.992719. Epub 2014 Dec 15. PMID: 25526231.
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*OptiLIGHT and OptiPLUS are intended to be used by licensed practitioners, according to local rules and regulations.

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