

PRACTICE MGD HCP WEB CONTENT

[SECTION ONE: Introduction to Dry Eye]

[INSERT IMAGE: picture_3897.png]



Not actual patient

[HEADLINE]

Dry Eye is more than an inconvenience. Dry Eye is a disease.

[COPY]

Many people suffer for years from the discomfort and pain of Dry Eye Disease. Most try various products to manage their disease, and while many of the Over-The-Counter products can provide relief, it is just temporary symptom relief.

Meibomian Gland Dysfunction (MGD) is a leading cause of Dry Eye Disease.¹ Dry Eye Disease is rarely due to a lack of the watery part of your tears. A clinical study showed that 86% of dry eye patients had MGD.²

[SECTION TWO: What is Meibomian Gland Dysfunction defined]

[HEADLINE]

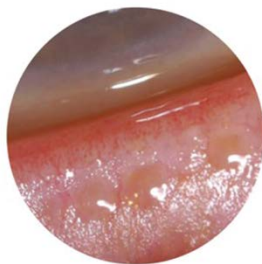
What is Meibomian Gland Dysfunction (MGD)?

[COPY]

Meibomian Gland Dysfunction is a progressive disease of the ocular surface.³ Long term, failure to treat MGD can lead to chronic discomfort and degradation of vision, significantly impacting quality of life.⁴⁻⁶

Healthy Meibomian glands that line your upper and lower eyelids secrete oil with every blink. Your Meibomian glands produce the oily part of the tear film needed to protect the surface of your eye by preventing the evaporation of the watery part of your tears. When this function is not working well, your eyes may feel dry. Keeping the function and structure of your Meibomian glands healthy before you become symptomatic is key, as MGD progresses over time.

[INSERT IMAGE: Gland_secretion.png]



Functioning gland
secreting oil (meibum)

No oil
gland secretion



Images for illustrative purposes only.

[SECTION THREE: What causes MGD?]

[HEADLINE]

What causes MGD?

[COPY]

MGD is caused by anatomical changes in the Meibomian glands. If left untreated, MGD can become progressively worse over time.³

Conditions that can contribute to MGD:

[INSERT IMAGE: Conditions_EMEA.png]



Computer/
device use



Contact
lens wear



Allergies



Eye infections
(such as styes)⁷



Reading/
watching TV



Eye surgery



Glaucoma and
chronic eye diseases



Climate



Environment



Poor blinking



Medications



Makeup that can⁸
clog glands

[SECTION FOUR: MGD? Talk To Your Doctor About TearScience® LipiFlow®]

[HEADLINE]

Dry Eyes? Don't just treat your symptoms, Treat the Cause and MOVE FORWARD with MGD treatment with **TearScience® LipiFlow®**

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[COPY]

For patients with MGD, **TearScience® LipiFlow®** significantly improves gland secretions and ocular surface symptoms including dry eye and less frequent or blurry vision.⁹

- The treatment is a non-invasive procedure performed in the comfort of your doctor's office, only takes 12 minutes and can have long-lasting results^{10,11}
- After initial anesthetic drops, no drugs required for **TearScience® LipiFlow®** treatment¹¹
- Long-lasting results—many can see the continued benefit up to 12 months¹⁰
- 400,000 treatments worldwide—and growing¹²

Just 1 treatment increases mean gland secretion 3-fold and reduces more than 50% dry eye symptoms.¹⁰

Treatment also increased patient comfortable contact lens wear time by approximately 4 hours on average per day.¹³

TearScience® LipiFlow® treatment prior to cataract surgery improves mean dry eye symptoms and vision-related function scores post-surgery.¹⁴

Choose **TearScience® LipiFlow®**.
Because Eye Health Starts at the Surface.

[INSERT IMAGE: Tearview day 2-238.jpg]



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13. Blackie CA, et al. A single vectored thermal pulsation treatment for meibomian gland dysfunction increases mean comfortable contact lens wearing time by approximately 4 hours per day. *Clin Ophthalmol*. 2018;12:169-183. REF2018TS4018.
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As with any medical procedure, risks and potential complications may occur. Please consult your eye care specialist for detailed information and to discuss these possible risks and complications with you prior to the procedure.

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