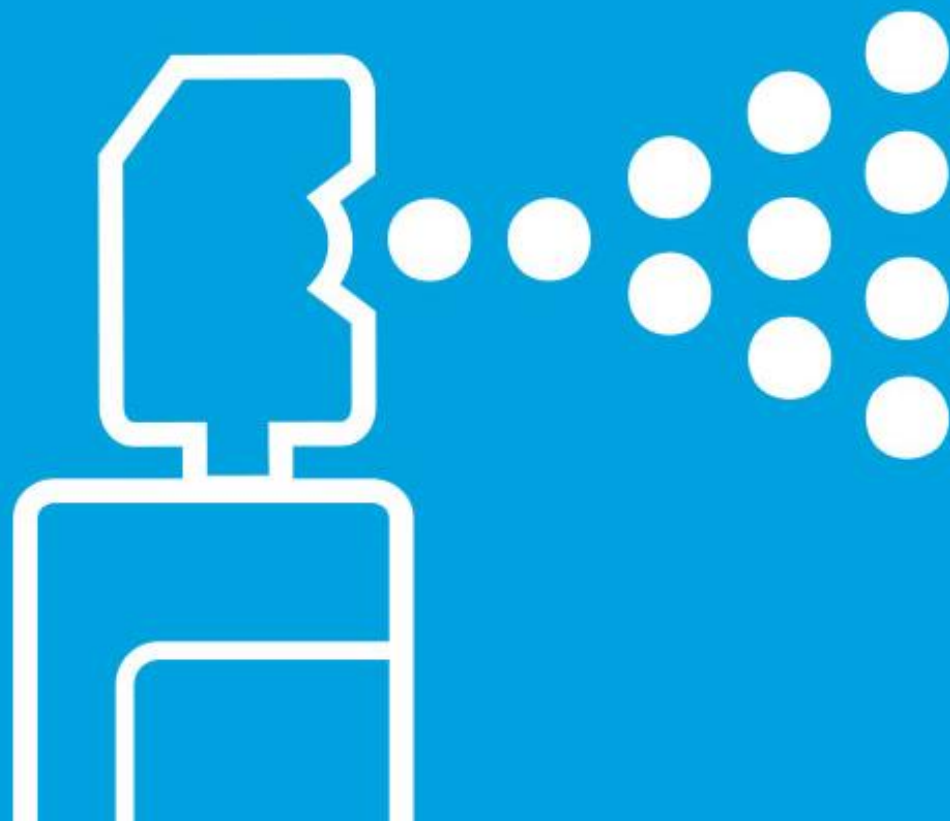


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Liposomal Eye Spray



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The eye category

The eye category in pharmacy is made up of many products, around 500, treating many issues including:

- Dry eye treatments
- Contact lense care
- Allergy treatments
- Red eye treatment
- Eye cleaning treatments
- Glaucoma treatments
- Blepharitis treatments
- As well as many specialist items and prescription drugs.

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The dry eye category

The dry eye category is just one of the segments in the eye category.

There are multiple treatment options for dry eye including:

- Liquid drops
- Gel drops
- Lipid sprays
- Ointments (for overnight use)
- Prescribed drops, gels and creams.

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What is dry eye?

- Dry eye is the disease state where your body produces inadequate tear volumes or has excessive tear evaporation.
- Symptoms are described as itchy, scratchy, stinging, gritty or tired eyes. Another common symptom of dry eye is overly watery eyes.
- One in four Australians suffer from dry eye.
- 80% of dry eye sufferers have a disturbance in the eye's lipid layer. This lipid layer controls tear evaporation.
- In most cases (but not always), dry eye is caused by excessive evaporation, not insufficient tears.

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What is Tears Again?

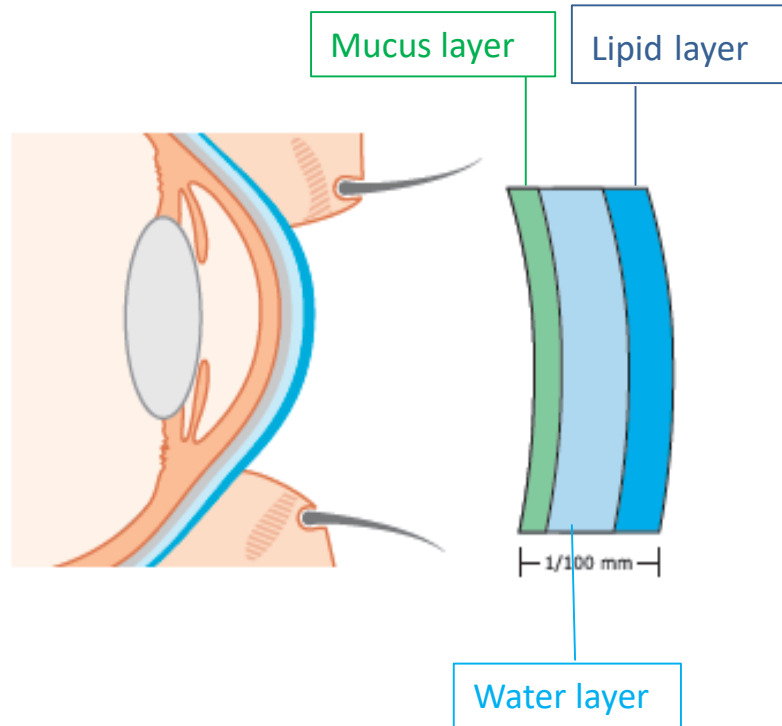
Tears Again Liposomal Eye Spray that stabilises the eye's lipid layer, reducing excessive tear evaporation while hydrating and lubricating dry eyes.

Remember:

80% of dry eye sufferers have a disturbance in the eye's lipid layer. This lipid layer controls tear evaporation.

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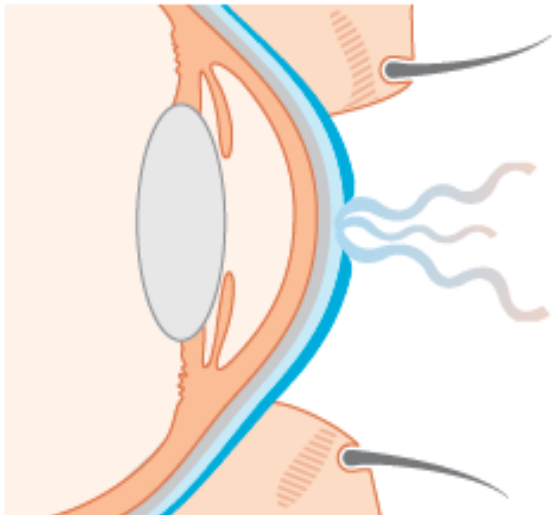
How does Tears Again work?

- The tear film of an eye is made up of 3 layers.
 - Mucus layer
 - Aqueous layer (mostly water)
 - Lipid layer
- The lipid layer prevents evaporation from the aqueous layer and creates lubrication between the eyelid and the eyeball.

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1



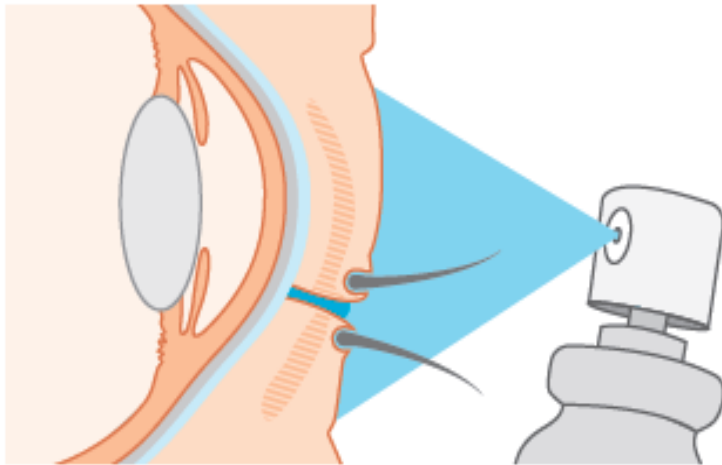
How does Tears Again work?

- If there is a disturbance in the lipid layer, water from the eye quickly evaporates away.
- This leaves the eye feeling dry, itchy and painful.

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2



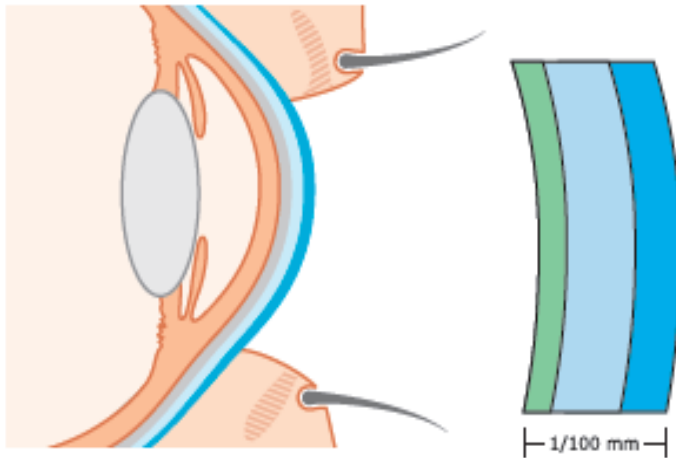
How does Tears Again work?

- When the eye is closed the lipid layer is pushed together by the eyelids.
- The Tears Again liposomes (microscopic balls of lipids) mix with the eye's lipid layer.
- When blinking the liposomes are spread across the surface of the eye, repairing disturbances in the lipid layer.
- Only a very small quantity of liposomes are needed to repair the defective lipid layer.

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3



How does Tears Again work?

- The lipid spray repairs the disturbance in the lipid layer and therefore helps stabilise the tear film, reducing evaporation and increasing lubrication.
- Within minutes, patients experience prolonged relief.
- Tears Again can be used as often as needed.

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Eye Drops

Eye drops are the most commonly used treatment for dry eye.

The problem with using drops to treat dry eye are:

- Most eye drops are 'artificial tears' that add liquid to the aqueous layer of the tear film. 80% of dry eye sufferers have a disturbance in the eye's lipid layer. Artificial tears will not resolve this issue.
- Drops can be hard to use for many people, you cannot use most drops with contact lenses in or with makeup on.
- Many drops have short shelf lives (1 month) or contain preservatives that can irritate eyes and can worsen dry eye over time.

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Tears Again

- Tears Again is easier to apply than drops or gels. It is easier for elderly people and children to use due to its spray mechanism and not needing to apply to open eyes.
- There is no need to remove contact lenses when using Tears Again and it may make wearing contact lenses more comfortable as it creates lubrication between the eye and the eyelid.
- It does not smudge eye make-up.
- It is available on the Pharmaceutical Benefit Scheme (PBS) and therefore a cheaper option for people with concession cards (~\$6 for 2 units).
- Tears Again can be used by people who are sensitive to preservatives.

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Tears Again

- Tears Again has a 6 month shelf life when open and a 3 year shelf life when sealed, this is because of preservatives.
- Tears Again can be used by people who are sensitive to preservatives and is specifically prescribed to people sensitive to preservatives.
- Why is this the case?
- Tears Again contains the preservative phenoxyethanol. This preserves Tears Again in the bottle, hence the long shelf life. Being an ethanol-based preservative, it is volatile and quickly evaporates when sprayed. As such, Tears Again is appropriate for long-term use, similar to a preservative-free eye drop.

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Tears Again the professionals choice

- Tears Again is the only liposomal eye spray available on the PBS. Tears Again can be prescribed by a GP, Ophthalmologist or prescribing Optometrist. Each script written is for **2 units of Tears Again** ~\$6 for a concession card holder.
- 13,500+ scripts were written in the last 12 months (that equals 27,000+ bottles of Tears Again).
- Tears Again is on the PBS “For severe dry eye patients who are sensitive to preservatives in multi-dose eye drops”.

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What is a concession card?

There are different types of concession and health care cards. Each card has its own eligibility requirements and concessions:

- Commonwealth Seniors Health Card
- Ex-Carer Allowance (Child) Health Care Card
- Foster Child Health Care Card
- Health Care Card
- Low Income Health Care Card
- Pensioner Concession Card
- Concession cards from the Department of Veterans' Affairs

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Cycle 4

- Tears Again already has a strong distribution Nationally ~52%.
- It is important to make sure stock on shelf is high enough to cover a prescription (minimum 3 units on shelf at all times).
- Sell in Tears Again against its advantages and the fact that it is the 'Professionals choice'. Also that we work with Ophthalmologists, the leaders in the field, to recommend and prescribe Tears Again.
- Use POS to gain greater exposure in store.
- Use optometrists in store to your advantage, we can use them to gain specialist support in store and to gain greater stock weight.

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Wobblers

Tears Again wobblers to promote spray mechanism and that Tears Again is the professionals choice.



200 each available

Counter Mat

Reminders at script counter about Tears being the professionals choice and it's many advantages.



60 each available

Tester kit

Tester samples to be used with pharmacies that also have optometrist areas or are supporters of the product. You can provide the sample to the optometrist with a data sheet. Testers can be used on customers with dry eye and/or using contact lenses.



48 each available