



Clear Eyes® Pure Relief™ Patient Trial Program Eye Care Professional Results

BACKGROUND & METHODOLOGY

The Clear Eyes® Pure Relief™ team initiated a Trial Program among eye care professionals (ECPs) in an effort to assess reasons for dispensing Clear Eyes® Pure Relief™ and patient's experience and satisfaction.

4 bottles of Clear Eyes® Pure Relief™ were provided at no charge to ECPs to dispense to patients:



In return, both eye care professionals and patients were asked to complete a feedback card.

Clear Eyes® Pure Relief™ Patient Trial Program Timing and Sample

- ▶ The program was conducted from January to April 2016
- ▶ A total of 403 eye care professionals enrolled in the Clear Eyes® Pure Relief™ Trial Program
- ▶ Feedback was provided by 203 eye care professionals and 42 patients

SUMMARY OF RESULTS

Eyecare Professional Findings (n=203)

- ▶ Top reasons for recommending Clear Eyes® Pure Relief™ included:
 - Formulation with no preservatives
 - Multi-dose bottle with 240 drops
 - Convenience over single-use vials

Patient Characteristics

- ▶ 73% of patients had dry eye symptoms 3+ years
- ▶ 86% of patients reported moderate to severe dry eye

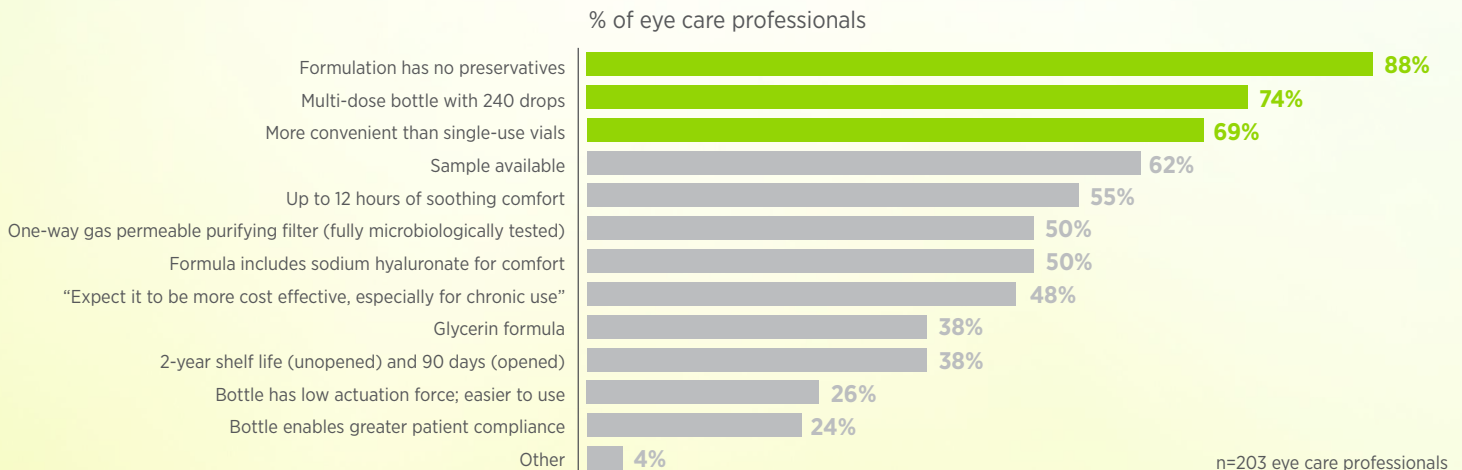
Patient Findings (n=42)

- Similar to ECPs, 72% of patients preferred the multi-dose bottle vs. single-use vials
- 88% recognized the comfort of the Clear Eyes® Pure Relief™ eye drops, with no patients reporting no relief
- 80% of patients reported top product satisfaction scores
- 73% of patients would select Clear Eyes® Pure Relief™ instead of other leading dry eye brands

These data support Clear Eyes® Pure Relief™ dry eye drops as first line therapy for dry eye.

EYE CARE PROFESSIONAL FINDINGS

Reasons Eye Care Professional Selected Clear Eyes® Pure Relief™ Eye Drops



- ▶ Top reasons for recommendation included a formulation with no preservatives, multi-dose bottle with 240 drops and convenience vs. single-use vials.

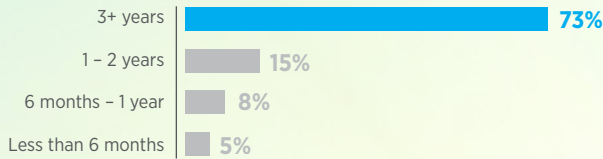


Clear Eyes® Pure Relief™ Eye Drops Patient Findings

PATIENT CHARACTERISTICS

Length of Patient Dry Eye Symptoms

% of patients



Severity of Patient Dry Eye Symptoms

% of patients



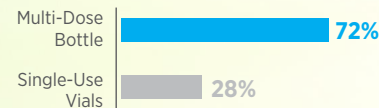
Average Symptom Rating: 3.53

▶ Almost ¾ of patients had dry eye for 3 years or more with 86% of patients reporting moderate to severe dry eye.

PATIENT FINDINGS

Clear Eyes® Pure Relief™ Eye Drops Preference: Multi-Dose Bottle vs. Single-Use Vials?

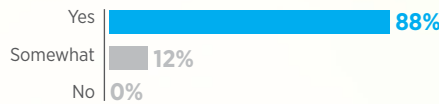
% of patients (n=42)



▶ The large majority of patients, 72%, preferred the multi-dose bottle compared to single-use vials.

Comfort of Clear Eyes® Pure Relief™ Eye Drops

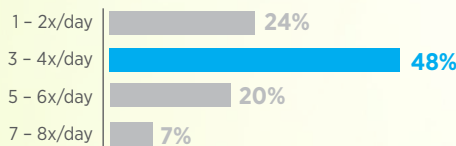
% of patients (n=42)



▶ 88% reported comfort when using the drops with no patients reporting no relief.

Clear Eyes® Pure Relief™ Eye Drops Frequency of Use

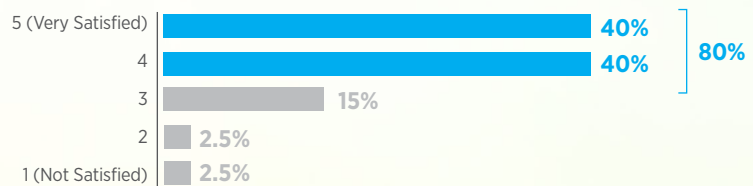
% of patients (n=27)



▶ Almost half of patients used the drops 4x/day, with 24% using it twice daily.

Patient Satisfaction Rating

% of patients (n=42)



Average Satisfaction Rating: 4.11

▶ The average satisfaction rating was 4.11 out of 5 with 80% rating the product a 4 or 5.

Preference for Clear Eyes® Pure Relief™ Eye Drops vs. Competitor Products

% of patients (n=42)



Preservative Free Drops (10% or more patients): Refresh®, Systane®, TheraTears®, Restasis®
All Dry Eye Drops (10% or more patients): Systane®, Refresh®, Visine®, Soothe®, GenTeal®

▶ Patients had a strong preference for Clear Eyes® Pure Relief™ compared with other leading brands of dry eye drops.