

Gentle on  
Eyelids.

Tough on  
Bacteria.



RECOMMEND  
THE FIRST FDA - ACCEPTED  
ANTIMICROBIAL  
EYELID CLEANSER

- ✓ Advanced Hypochlorous Acid (0.01%) formula
- ✓ Cleanses away bacteria
- ✓ Gentle on eyelids
- ✓ Effective daily lid hygiene



# A Powerful Natural Ingredient

Hypochlorous acid is an organic substance that occurs naturally in the body. It is produced in neutrophils, functioning as an antimicrobial agent that destroys bacteria and serves as an important part of the immune system.

TheraTears® SteriLid® Antimicrobial Eyelid Cleanser and Facial Wash uses the power of hypochlorous acid to provide key eyelid hygiene advantages:

## EFFECTIVENESS

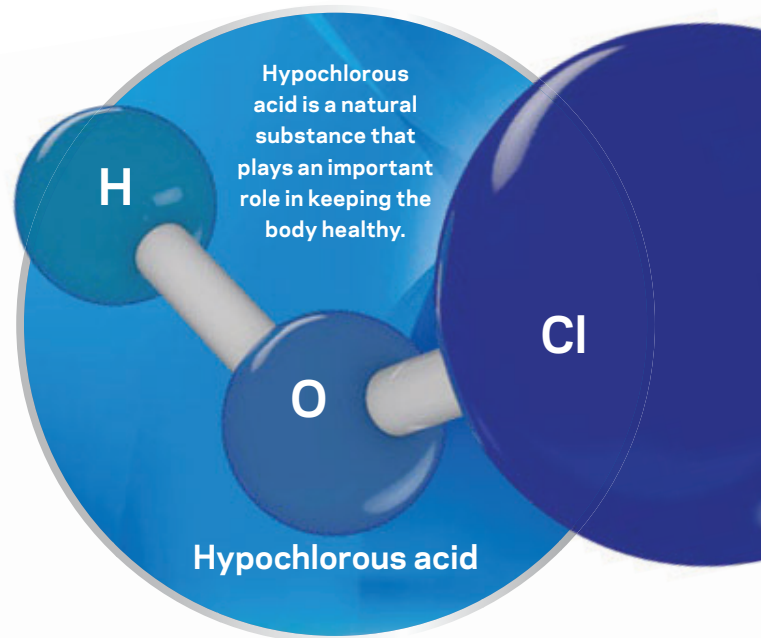
Antimicrobial capabilities effectively and quickly eliminate microorganisms from the eyelids and lashes

## TOLERABILITY

Low toxicity and a pH balanced formula prevent irritation of the delicate skin of the eyelid or eyelid margin

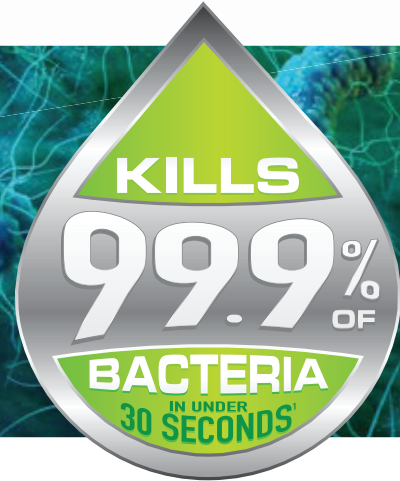
## PATIENT SATISFACTION

Patients will be happy to use an organic substance rather than a harsh, unnatural facial wash

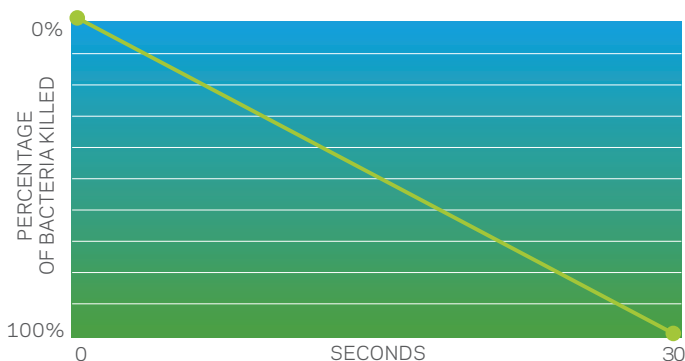


## Recommend a Proven Cleanser

TheraTears® SteriLid® Antimicrobial Eyelid Cleanser and Facial Wash provides **superior eyelid cleansing**. It kills 99.9% of bacteria **in under 30 seconds**, effectively eradicating the most common eyelid organisms.<sup>1</sup>



KILL TIME FOR COMMON EYELID BACTERIA



## 8 TYPES OF BACTERIA TESTED:

- Pityrosporum Ovale
- Serratia Marcescens
- Staph Aureus
- Pseudomonas
- Moraxella
- Staph Epi
- E. Coli
- MRSA



# Eyelid Cleansing: Important, But Often Overlooked

Eyelid hygiene is a crucial component of ocular health, especially for patients with conditions like dry eye, blepharitis or meibomian gland dysfunction. However, many patients aren't compliant with their eyelid cleansing regimen.

**93%**

of eye care professionals  
recommend eyelid cleansing.<sup>2</sup>

**ONLY  
19%**

of dry eye sufferers regularly  
cleanse their eyelids.<sup>3</sup>

Help increase eyelid cleansing compliance with  
TheraTears® SteriLid® Antimicrobial Eyelid Cleanser and Facial Wash.

A convenient and affordable OTC solution that is as effective as a prescription.

## Two Effective Cleansing Options

The TheraTears® Dry Eye Therapy line now includes two eyelid cleansing products to help satisfy the full range of your patients' needs and increase compliance.



### SteriLid® Foam

- Gentle and effective foam for skin-on-skin application
- Natural, plant-based formula with tea tree oil



### SteriLid® Antimicrobial

- No rinse, cotton pad application
- Hypochlorous Acid formula (0.01%) for bacteria reduction



# Clinical Study Finds TheraTears® System Relieves Dry Eye Signs and Symptoms<sup>4</sup>

**Critical first steps to treating dry eye symptoms include ocular lubricants, lid hygiene and dietary modifications such as oral fatty acid supplementation.<sup>5</sup>**  
 -2017 DEWS II Report



**RESTORES  
EYES NATURAL  
BALANCE®**



**CLEANSES  
EYELIDS AND  
LASHES**

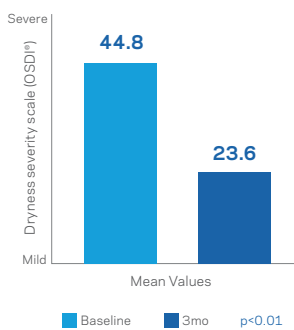


**NOURISHES  
EYES TO PROMOTE  
HEALTHY TEARS\***



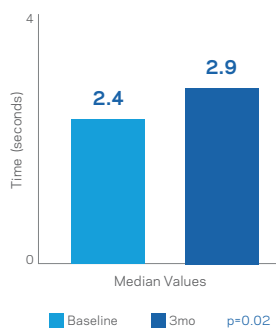
## SIGNIFICANT IMPROVEMENT IN DRY EYE SYMPTOMS<sup>4</sup>

**47% IMPROVEMENT IN SYMPTOM QUESTIONNAIRE**

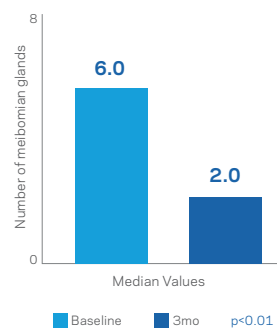


## SIGNIFICANT IMPROVEMENT IN DRY EYE SIGNS<sup>4</sup>

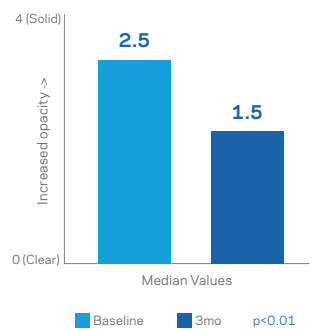
**20% IMPROVEMENT IN TEAR BREAKUP**



**67% REDUCTION IN NUMBER OF GLANDS BLOCKED**



**40% IMPROVEMENT IN MEIBUM QUALITY**



**Recommend the TheraTears® family of products for your dry eye patients.**

Visit [theratears.com](http://theratears.com) for more information



\*This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

**References:** 1. Results from an in vitro laboratory study. TheraTears® SteriLid® Antimicrobial Eyelid Cleanser and Facial Wash showed efficacy in reduction of colony forming units for eight common eyelid organisms. Data was captured at 30 and 60 seconds. 2. Data on file Akorn Consumer Health. 3. The 2017 Gallup Study of Dry Eye Sufferers (Conducted by Multi-sponsor Surveys, Inc.). 4. Ngo W, Srinivasan S, Houtman D, Jones L. The relief of dry eye signs and symptoms using a combination of lubricants, lid hygiene and ocular nutraceuticals. *J Optom.* 2017. Jan-Mar;10(1)26-33. 5. Jones L, Downie L, Korb D, et al. TFOS Dews II Management and Therapy Report. *The Ocular Surface.* July 2017; 575-628

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