

“I started using your product three weeks ago. I’d often use artificial tear drops 6 times a day. Now I barely have to use those drops at all. My eyes feel great and moist, and I see much better. Thank you!”

K. CLEVELAND
Atlanta, Georgia



EYESCIENCE®

*Address Dry Eye Symptoms
from the Inside Out*

DRY EYE FORMULA™

Advanced Ocular Vitamin



EYESCIENCE®

EyeScience products can be found in your eye care professional's office or online at www.eyescience.com, CVS.com and GNC.com.



The most complete eye vitamin for the relief of dry eye discomfort

EYESCIENCE PRESENTS:

An Advanced Ocular Vitamin formulation to systemically target your dry eye symptoms.

You have just 20 pages left to read of the novel, but your eyes are tired. Suddenly you are very aware of your eyeballs. You blink several times, but it doesn't help bring the tears. Perhaps your vision is blurred. Your eyes feel itchy. Or they burn. Or they just ache. You reach for the eye drops and they provide relief, but it doesn't last. You are experiencing symptoms of dry eye.

You are not alone – tens of millions of Americans have dry eye symptoms occasionally.¹ Dry eyes can affect your quality of life. When all you can think about is the discomfort in your eyes, it is hard to enjoy the present moment. If eye soreness, blurriness or pain is bothering you on a weekly or daily basis, you might have Dry Eye Disease.

“After taking EyeScience® Dry Eye Formula, within one month I barely notice the irritation I used to feel in my eyes. Thanks for creating this product; it has really made a difference in my life.”

J. MEYER
Columbus, Ohio

There are a significant number of risk factors for Dry Eye Disease (DED) including:²

- Older age
- Female
- Occupational factors that contribute to a reduced blink rate (e.g., using a computer)
- Environmental conditions (such as low humidity, high temperatures, high winds and/or poor air quality, e.g., from tobacco smoke)
 - Refractive surgery (e.g., LASIK)
 - Contact lens wearers
 - Medications such as antihistamines, tricyclic antidepressants and diuretics
 - Topical ophthalmic medications (eye drops!)
 - Parkinson's disease
 - Radiation therapy



EYESCIENCE®

SAY BYE-BYE TO DRY EYES

with EyeScience® Dry Eye Formula



- In a double-blind placebo study, researchers at the University of Texas found a significant increase in tear production and volume for patients who took omega-3 supplements.³

- A literature review published by the *Journal of the British Contact Lens Association* revealed that several research articles found that omega-3 is more effective for treatment of DED in conjunction with omega-6 (which is contained in flaxseed oil).⁴

You have a choice when deciding which eye vitamin to take. There are other eye vitamins on the market today, but it is important to look at the ingredients. The EyeScience® Dry Eye Formula provides a **more complete formula**, including seven different nutrients to provide long-lasting systemic relief for your dry eye symptoms. All EyeScience products are reviewed and approved by the EyeScience Scientific Team, which comprises of a broad base of nationally and internationally recognized scientists and medical professionals.

By starting an eye vitamin regimen with EyeScience® Dry Eye Formula, you can be sure that you're giving yourself the best chance at maintaining your eye health for better vision long into the future.

Your eye care professional will tell you that there are behavioral changes you can make to ease the strain on your eyes. Look away from the computer. Give your eyes a rest. Avoid smoke. Remember to blink. These suggestions are good, but for those with chronic dry eye, this may not be enough to provide relief.

Chronic sufferers of dry eye may frequently use liquid tears or eye drops. However, using drops is inconvenient, the relief is only temporary and the continued use may actually worsen the problem. When eye drops are not enough, it's time to treat the cause rather than the symptoms.

Ocular researchers are finding that another risk factor of Dry Eye Disease is nutritional deficiencies. More and more clinical studies are finding a connection between nutrients and tear production. Here are just a couple of examples:

DRY EYE FORMULA™

FAQ
FREQUENTLY
ASKED
QUESTIONS

DRY EYE ORAL THERAPY COMPARISON CHART

PRODUCT	EyeScience® Dry Eye Formula	Thera Tears Nutrition® Omega-3 Supplement
MANUFACTURER	EyeScience Labs	Advanced Vision Research®
DAILY DOSAGE	3 softgel capsules/day	3 softgel capsules/day
VITAMIN E (as d-alpha tocopherol succinate)	50 I.U.	183 I.U.
FLAXSEED OIL	500 mg	1000 mg
OMEGA-3	900 mg 500 mg EPA, 400 mg DHA	750 mg 450 mg EPA, 300 mg DHA
VITAMIN C (as ascorbic acid)	100 mg	
VITAMIN B-6 (as pyridoxine HCl)	10 mg	
MAGNESIUM (as magnesium citrate)	20 mg	
LACTOFERRIN	10 mg	
Mixed tocopherol concentrate including gamma tocopherol		20 mg

ISN'T MY MULTIVITAMIN SUPPLEMENT GOOD ENOUGH?

Most multivitamin supplements don't include all the recommended nutrients for the treatment of dry eye. The EyeScience® Dry Eye Formula Advanced Ocular Vitamin® was formulated to include specific nutrients like omega-3, flaxseed oil, lactoferrin and others proven to be effective in the latest ocular research.

IF I ALREADY TAKE A MULTIVITAMIN, CAN I TAKE THE SUPPLEMENT AS WELL?

EyeScience® Dry Eye Formula advanced ocular vitamin is designed to complement a multivitamin regimen. Because multivitamin formulas vary, it is good health practice to consult with your doctor regarding the compatibility of all your medication and vitamin supplements.



S. JOHNSON
Dayton, Ohio

“Since starting your formula my eyes are tearing less and are much more comfortable. In the morning I no longer have to clear away the crust and debris. For years I have I tried drops but found them hard to use frequently.”



WOULDN'T EYE DROPS BE JUST AS EFFECTIVE?

Although eye drops may provide temporary relief of your symptoms, they are inconvenient and cumbersome to use. Our formula works differently, from the inside out, addressing the underlying cause of Dry Eye Disease, not just the symptoms. EyeScience® Dry Eye Formula is a unique oral supplement that may improve your dry eye symptoms for long-lasting continuous relief.

WHEN DO I NEED TO START TAKING THE SUPPLEMENT?

If you find that behavioral modifications and eye drops are not proving to be effective in providing long-lasting relief of your dry eye symptoms, talk with your eye care professional about the potential benefits of nutritional supplementation.

ENDNOTES

- 1 National Eye Institute, Facts about dry eye, <http://www.nei.nih.gov/health/dryeye/dryeye.asp#a> (February 2010).
- 2 Perry HD. Dry eye disease: pathophysiology, classification and diagnosis. *Am J Manag Care.* 2008;14:S79-S87.
- 3 Wojtowicz, JC, Butovich I, Uchiyama, E, et al. Pilot, prospective, randomized, double-masked, placebo-controlled clinical trial of an omega-3 supplement for dry eye. *Cornea.* 2011;30:308-314.
- 4 Roncone M, Bartlett H, Eperjesi F. Essential fatty acids for dry eye: a review. *Cont Lens Anterior Eye.* 2010; 33:49-54.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.