

# Comfortable Eyes

VISMED®



When your eyes feel dry, burning or itchy, there's a solution:



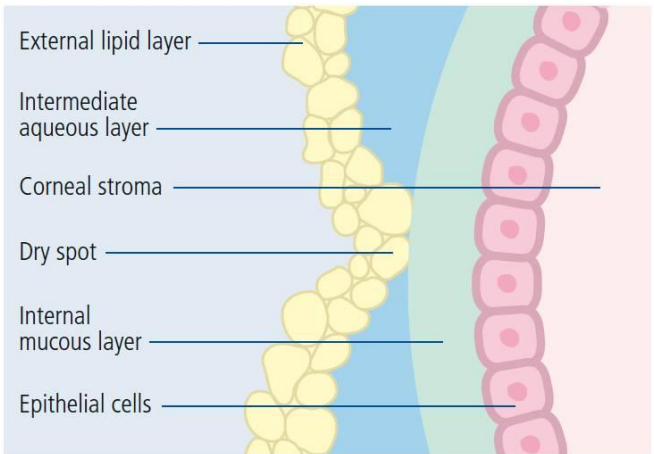
The complete range of preservative-free eye drops.

PATIENT INFORMATION

The feeling of dry eyes is very common and can be quite debilitating for the sufferer.

Various unpleasant sensations can be experienced:

- feeling of dryness, grittiness, burning, itchiness or scratchiness of the eyes
- sensitivity to light
- blurred vision
- excessive tear flow (caused by an imbalance in the tear film)



A sensation of dryness happens whenever the tear film becomes destabilised, breaks down and thus no longer lubricates the eye sufficiently. **The tear film is a complex structure and has various functions:**

- It lubricates the surface of the eye
- It keeps the surface tissue of the eye moist
- It supplies nutrients and oxygen to the cornea
- It hinders bacterial infections
- It protects from small dust particles



## This feeling of dryness can have a variety of environmental causes:

- Dry heat
- Air conditioning
- Dust or smoke

## Often the causes lie within the body itself:

- The older we get the fewer tears are produced by the body
- Certain medications can also cause a sensation of dryness
- Long hours in front of a computer screen, or the wearing of contact lenses, can destabilise the tear film
- Women can experience dryness in the eyes due to hormonal changes in the body

## Or there are underlying medical issues\*:

- Physical disorders in the body, such as rosacea, allergies, or diabetes
- Autoimmune diseases such as rheumatoid arthritis, lupus erythematosus, or Sjögren's Syndrome
- Side effects from prescription medications
- Surgery that permanently changes the shape of the cornea

\*Consult your GP if you are concerned about any of these conditions.



## Sodium Hyaluronate can help you.

TRB Chemedica has many years experience in researching and developing therapeutic products based on sodium hyaluronate, and this dedication to research based science has enabled the company to offer a biotechnological solution that is safe, effective, and proven <sup>(1)</sup> to alleviate the symptoms of dry eyes.

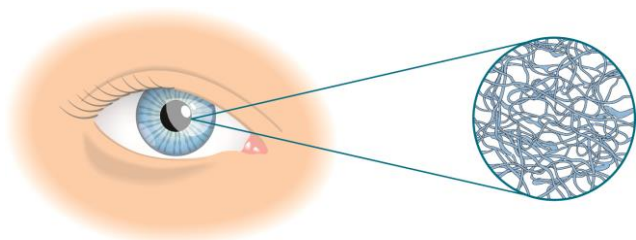
Sodium hyaluronate is a naturally occurring substance which helps retain moisture in different types of tissue throughout the human body, making it an ideal, physiologic tear film substitute.

The sodium hyaluronate in Vismed eye products coats the ocular surface of the eye like a subtly moisturising film, and keeps the surface of the eyes moist. Consequently, the sensitive structures of the surface of the eye are protected and supplied with the necessary stabilising effect of an almost natural tear film.

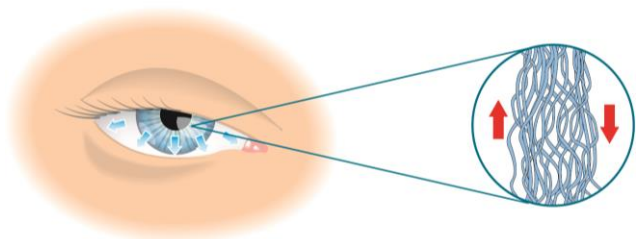
You will feel immediate relief from your symptoms, alleviating the sensation of dryness, burning and grittiness for extended periods.

(1): *Roger Vogel et al.* : Demonstration of Efficacy in the Treatment of Dry Eye Disease with 0.18% Sodium Hyaluronate Ophthalmic Solution (Vismed, Rejena\*)  
American Journal of Ophthalmology, April 2010 (Vol. 149, Issue 4, Pages 594-601)

## This is how Sodium Hyaluronate (SH) works:



While blinking, SH molecules align and spread easily over the surface of the eye.



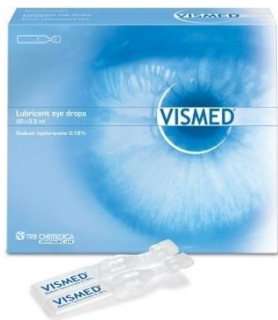
Between blinks SH forms a protective coating

Sodium hyaluronate solutions combine all the required properties of an excellent eye lubricant.

- SH is a molecule naturally found in the body, including the eyes.
- SH solutions display excellent lubricating and elastic properties similar to those of natural tears.
- SH attracts and retains a large amount of water from the eye surface, delaying water evaporation, thus prolonging the beneficial wetting effect over time.

VISMED® offers your eyes an unmatched combination of long-lasting relief and comfort.

## 0.18% Sodium Hyaluronate for optimum efficacy and safety:



The classic version. VISMED® single dose vials contain 0.18% sodium hyaluronate. VISMED® is patented in the EU and in the US for its unique formulation. Apart from sodium hyaluronate

VISMED® also contains essential ions. This special formulation ensures sufficient moisturisation of all the tissue in the eye.

VISMED® is available in single dose vials, handy when you are out and about. VISMED® is recommended for a reliable treatment of the sensations of dryness in the eye.



VISMED® MULTI also contains 0.18% Sodium Hyaluronate, but is presented in a new patented ophthalmic squeeze dispenser (OSD). Just squeeze! This simple-to-use bottle contains 10ml of solution, equivalent to more than 250 drops, and remains sterile for up to 3 months after first use.

VISMED® MULTI is preservative-free and easy to use. The precise and reproducible drop ejection and ergonomic pocket size design make it an all-round winner.

For instructions on how to use VISMED® MULTI and ...

**1**  
Remove the  
tamper-  
evident seal.



**2**  
Remove the  
protective  
cap.



# 0.3% Sodium Hyaluronate for moderate to severe symptoms:



VISMED® GEL, through its higher concentration of sodium hyaluronate, (0.3%, which is almost twice the amount of VISMED®) is the solution to achieve longer-lasting relief of persistent symptoms in the eye.

Tests have shown that solutions with higher concentrations of sodium hyaluronate stay on the eye for longer, and will therefore increase the thickness and stability of the tear film. VISMED® GEL also contains essential ions and supplies the tissue with moisture. Due to its high concentration VISMED® GEL feels silky on the eye and needs to be applied less frequently. VISMED® GEL is presented in single-dose vials which guarantee a simple dosage.



Now VISMED® GEL is also available in the same easy-to-use dispenser bottle, as VISMED® MULTI. The 10ml container is ergonomic to handle, and the solution remains sterile for up to 3 months after first use. VISMED® GEL MULTI contains 0.3% sodium hyaluronate, and offers high

protection anytime, anywhere.

... VISMED® GEL MULTI, just follow these 4 simple steps:





**3**  
Tilt the head back and instil one or two drops onto the eye.



**4**  
Put the cap back on after use.



Ask your GP, Consultant, Optometrist or Pharmacist which of the VISMED® products is best for your eyes:

Sodium Hyaluronate Concentration	Single dose vials	Multi-dose bottles
0.18% For moderate symptoms	 <ul style="list-style-type: none"> <li>• Essential ions</li> <li>• Preservative-free</li> <li>• 20 x 0.3ml single doses</li> </ul>	 <ul style="list-style-type: none"> <li>• Essential ions</li> <li>• Preservative-free</li> <li>• 10ml container</li> </ul>
0.3% For severe symptoms, and a longer lasting effect.	 <ul style="list-style-type: none"> <li>• Essential ions</li> <li>• Preservative-free</li> <li>• 20 x 0.45ml single doses</li> </ul>	 <ul style="list-style-type: none"> <li>• Essential ions</li> <li>• Preservative-free</li> <li>• 10ml container</li> </ul>

Now all available on prescription. Ask your GP

## All 4 VISMED® Products:

- ✓ Contain sodium hyaluronate (SH)
- ✓ Are free from preservatives
- ✓ Contain essential ions
- ✓ Are suitable for all types of contact lenses
- ✓ Are very well tolerated
- ✓ Are available from your local pharmacy or online
- ✓ Are available on the NHS (FP10)

Manufactured by:



TRB CHEMEDICA AG  
Richard-Reitzner-Allee 1  
85530 Haar/München, Germany

Distributed by:

TRB CHEMEDICA (UK) Ltd,  
9 Evolution, Lymedale Business Park  
Hooters Hall Road, Newcastle-under-Lyme  
Staffordshire, ST5 9QF  
Email: info@trbchemedica.co.uk  
Web: www.vismed/trbchemedica.co.uk

