



Our pursuit. Life's potential.™

OPTIVE™ Brand Fact Sheet

OPTIVE™ Brand

The OPTIVE™ Brand offers over-the-counter artificial tear products, including OPTIVE™ Lubricant Eye Drops and OPTIVE™ Sensitive Preservative-Free Lubricant Eye Drops.

OPTIVE™ Lubricant Eye Drops were introduced in 2006 as an over-the-counter artificial tear with a dual-action formula that works in two ways to provide long-lasting relief from dry eye symptoms.¹ In 2008, OPTIVE™ Sensitive Preservative-Free Lubricant Eye Drops were introduced as an over-the-counter artificial tear recommended for dry eye and post-LASIK dryness.

How the OPTIVE™ Brand of Eye Drops Works

The unique formulation of OPTIVE™ Lubricant Eye Drops and OPTIVE™ Sensitive Preservative Free Lubricant Eye Drops relieves the symptoms of dry eye in two ways. First, it provides a lubricating and hydrating protective shield on the surface of the eye, and it then works below the tear film to provide protection to the cornea. In a healthy state, the tear film provides comfort and moisture to the eye. However, with insufficient tear production or excessive evaporation, the tear film becomes hypertonic, developing a high concentration of salt, and does not sufficiently hydrate or protect the surface of the eye. An unhealthy balance within the tear film leads to symptoms of dry eye.

OPTIVE™ Lubricant Eye Drops

Key Benefits

- OPTIVE™ Lubricant Eye Drops brings hydration and protection to the cornea, providing long-lasting symptom relief for dry eye sufferers.¹
- OPTIVE™ Lubricant Eye Drops is available in a convenient multi-use bottle formulated with PURITE®. After use, the PURITE® preservative ultimately dissolves into natural tear components.²
- Data from a clinical trial showed OPTIVE™ Lubricant Eye Drops provided longer-lasting relief versus Systane®, as demonstrated by nearly five times more patients (14 vs. 3) needing to administer Systane® within an hour to relieve dry eye symptoms.¹
- Data from a clinical study also showed that when artificial tears were used concomitantly with prescription therapy in a study of 19 patients, mean ocular discomfort from dryness scores significantly decreased at month three with OPTIVE™ Lubricant Eye Drops use compared to prior artificial tear use at baseline.³



Efficacy

In a 90-day clinical trial, OPTIVE™ Lubricant Eye Drops demonstrated statistically significant improvement versus baseline in six signs and symptoms of dry eye with dry eye sufferers using OPTIVE™ Lubricant Eye Drops experiencing very little blur.¹ In another study, OPTIVE™ Lubricant Eye Drops improved dry eye symptoms in patients previously using Systane®.⁴

OPTIVE™ Sensitive Preservative-Free Lubricant Eye Drops

Key Benefits

- OPTIVE™ Sensitive is preservative-free, containing no added sodium chloride.
- In a 30-day, randomized controlled trial of 316 dry eye patients, 157 patients who received OPTIVE™ Sensitive Preservative-Free eye drops demonstrated a statistically significant improvement in six common signs and symptoms of dry eye when compared to their prior experience with REFRESH PLUS®.⁵
- A 90-day randomized controlled trial of 228 post-LASIK surgery patients revealed patients who used OPTIVE™ Sensitive and had undergone LASIK surgery experienced less ocular surface staining at two weeks after surgery when compared to patients who used REFRESH PLUS®.⁶



Efficacy

A 90-day randomized controlled trial of 228 post-LASIK surgery patients revealed patients who used OPTIVE™ Sensitive and had undergone LASIK surgery experienced less ocular surface staining at two weeks after surgery when compared to patients who used REFRESH PLUS®. Moreover, the trial revealed a statistically significant improvement from baseline in patients' evaluation of dry eye symptoms.⁶

In a 30-day clinical trial of 316 patients, OPTIVE™ Sensitive demonstrated statistically significant improvement versus baseline in six signs and symptoms of dry eye (Ocular Surface Disease Index (OSDI), Tear Break Up Time (TBUT), Schirmer tests, Subjective Evaluation of Symptoms of Dryness, Corneal Staining and Conjunctival Staining).⁵

About Dry Eye

Dry eye affects approximately 20 million people in the United States,⁷ yet it remains an unrecognized health issue as many sufferers are unaware of the common condition and its causes. Symptoms may include dryness, itching, irritation, blurred vision, sensitivity to light, foreign body sensation and excessive tearing. Dry eye can be aggravated by a number of external factors such as hot, dry or windy environments, high altitudes, heating, air-conditioning, prolonged computer use and smoke.^{8,9,10} Certain medications such as antihistamines, antidepressants, diuretics, oral contraceptives and hormone replacement therapy, as well as thyroid conditions, vitamin A deficiency and diseases such as Parkinson's disease, rheumatoid arthritis, lupus, rosacea, sarcoidosis and Sjögren's syndrome may also cause dry eye.^{7,8,9,10,11}

###

Additional Information

For more information about the OPTIVE™ brand and dry eye, please visit www.OPTIVEsolutions.com.

Contact: Kellie Reagan
Allergan, Inc.
(714) 246-2278
reagan_kellie@allergan.com

® and ™ Marks owned by Allergan, Inc.
Systane® is a registered trademark of Alcon, Inc.

-
- ¹ Clinical Trial #AG9689-001. Data on File, Allergan, Inc.
- ² Noecker R. Effects of common ophthalmic preservatives on ocular health. *Adv Ther.* 2001;18:205-215.
- ³ Hardten, D, Brown, M, Pham-Vang, S. Evaluation of an Isotonic Tear in Combination with Topical Cyclosporine for the Treatment of Ocular Surface Disease. *Current Medical Research and Opinions.* 2007, 23 (9): 2083-2091.
- ⁴ Rajpal R, Logan L, Kislán T, : Evaluation of Optive in Patients Previously Using Systane for the Treatment of Dry Eye Signs and Symptoms. Presented at AAO 2007 Annual Meeting.
- ⁵ Clinical Trial #AG9818-002, Data on File, Allergan, Inc. Study compared with Refresh Plus.
- ⁶ Clinical Trial #AG9818-001. Data on File, Allergan, Inc. Study compared with Refresh Plus.
- ⁷ Market Scope. Report on the Global Dry Eye Market. St. Louis, Mo: Market Scope, July 2004.
- ⁸ Mader T, Tabin G. Going to High Altitude with Preexisting Ocular Conditions. *High Altitude Medicine & Biology.* 2003; 4:419-430.
- ⁹ Blehm C, Vishnu S, Khattak A. Computer vision syndrome: a review. *Surv Ophthalmol.* 2005 May-Jun;50(3):253-62.
- ¹⁰ Aging Eye Times. Artificial Tears. Available at: <http://www.agingeyenet/dryeyesinformation.php>. Accessed March 7, 2006.
- ¹¹ Pflugfelder SC, Beuerman RW, Stern ME, eds. Dry Eye and Ocular Surface Disorders. New York, NY: Marcel Dekker, Inc.; 2004.