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Alcon Introduces iLUX Patient Care Kits with the Systane Family of Products, Demonstrating Commitment to Practices and Dry Eye Patients

September 9, 2019

Alcon, the global leader in eye care, introduces iLUX Patient Care Kits as a unique way to support practices and the 30 million people living with dry eye in the US.¹ The kits combine samples from Alcon's #1 doctor recommended Systane® family of eye care products and other best-in-class materials in a convenient bundle for doctors to help support patient continued treatment of their dry eye symptoms at home after a procedure with the iLUX® device. Eye Care Professionals (ECPs) who utilize the iLUX device in their practices and are enrolled in Alcon's Dry Eye Excellence Program (DEEP™) will receive a box of 10 iLUX Patient Care Kits when they purchase a box of Smart Tips for their iLUX device. The kits will start rolling out in the coming weeks.

"We recognize the unique needs of chronic dry eye patients, who require a continuity of care extending beyond the in-office procedure," said Adam Szaronos, Head, Dry Eye Devices. "iLUX Patient Care Kits equip patients with innovative eye care solutions, including our advanced family of Systane products, and help establish the education and longer-term engagement necessary for dry eye symptom management."

iLUX Patient Care kits include:

- Systane® Complete Sample (20 doses)
- Full Box of Systane® Lid Wipes (30 count)
- High value coupon for use on either Systane® product
- Patient Reply Card allowing patients to opt-in for additional dry eye support and Systane® promotional offerings
- Patient Brochure that educates patient on post-procedure expectations and home maintenance instructions

Alcon introduced the iLUX Device in February 2019 as a way for optometrists and ophthalmologists to personalize treatment to the needs of their dry eye patients in a matter of minutes.² Since its debut, Alcon continues to deliver on its commitment to offer ECPs new treatment solutions for their patients suffering with dry eye.

The iLUX Patient Care Kits are one of the many resources Alcon is launching to support doctors in the areas of driving best practices, product training and education to help dry eye patients. This follows Alcon's recent launch of the new, upgraded 1-Click Smart Tip Patient Interface in late July 2019.

For more information on iLUX Patient Care Kits or other resources, ECPs can contact their Alcon Account Manager.

Important Information for *iLux*® MGD Treatment System

The *iLux*® Device is indicated for the application of localized heat and pressure therapy in adult patients with chronic disease of the eyelids, including Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye. Do not use the *iLux*® Device in patients with the following conditions: Patients whose pupils have been pharmaceutically dilated; patients who have undergone ocular surgery within prior 12 months; patients with ocular injury or trauma, chemical burns, or limbal stem cell deficiency (within prior 3 months); patients with active ocular herpes zoster or simplex of eye or eyelid or a history of these within prior 3 months; patients with cicatricial lid margin disease; patients with active ocular infection, active ocular inflammation or history of chronic, recurrent ocular inflammation within prior 3 months; patients with an ocular surface abnormality that may compromise corneal integrity; patients with lid surface abnormalities that affect lid function in either eye; patients with aphakia; or patients with permanent makeup or tattoos on their eyelids. Federal law restricts this device to sale by or on the order of a licensed healthcare practitioner. Use of the *iLux*® Device is not recommended in patients with the following conditions: moderate to severe allergic, vernal or giant papillary conjunctivitis; severe eyelid inflammation; systemic disease conditions that cause dry eye; in patients who are taking medications known to cause dryness; or patients with punctal plugs. Potential adverse effects may include eyelid/eye pain requiring discontinuation of the treatment procedure, eyelid irritation or inflammation, temporary reddening of the skin, ocular surface irritation or inflammation (e.g., corneal abrasion, conjunctive edema or conjunctival injection (hyperemia)), and ocular symptoms (e.g., burning, stinging, tearing, itching, discharge, redness, foreign body sensation, visual disturbance, sensitivity to light). Please refer to the User Manual for a complete list of contraindications, instructions for use, warnings and precautions for the *iLux*® Device.

Important Information for the Systane® Family of Products

Systane® lubricant eye drops have been clinically proven to reduce the symptoms of dry eye, providing immediate, long-lasting protection and comfort. The Systane® brand is the best-selling dry eye franchise in artificial tear solutions and is the #1 doctor-recommended brand. Systane® Complete is indicated as a first-line treatment option for people who suffer from evaporative dry eye, aqueous tear-deficient dry eye or mixed dry eye. While Systane® Ultra is designed for dry eye with aqueous deficient patients, Systane® Balance lubricant eye drops are designed specifically for patients with dry eye associated with Meibomian gland dysfunction.

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References

1. American Academy of Ophthalmology®. Eye Health Statistics. Available at: <https://www.aao.org/newsroom/eye-health-statistics>. Accessed April 12, 2018.
2. Alcon data on file, 2018.