

MEDIA ALERT • MEDIA ALERT • MEDIA ALERT**Alcon Introduces SYSTANE® HYDRATION Preservative-Free Lubricant Eye Drops with HydroBoost Technology for Sensitive, Dry Eyes**

March 5, 2020

Alcon, the global leader in eye care and Official Sponsor of 20/20™, today introduced SYSTANE® HYDRATION Preservative-Free (PF), the latest addition to the #1 doctor recommended SYSTANE Family of Products, at the SECO International 2020 meeting (#SECO2020). SYSTANE HYDRATION PF Lubricant Eye Drops is a new preservative-free option for dry eye sufferers with sensitive eyes and those in need of long-lasting relief. It is used as a protectant against further irritation and to relieve dryness for the eye.

SYSTANE HYDRATION PF with HydroBoost Technology brings lasting relief to patients who need it most.^{1,2,5} Patients with sensitive, dry eyes who are using lubricating drops more than four to six times a day, or those who are experiencing aqueous deficient dry eye, would benefit most from SYSTANE HYDRATION PF.

"At Alcon, we know the importance of having options for eye care professionals and their dry eye patients – that's why we are proud to add SYSTANE HYDRATION PF to our market-leading dry eye, over-the-counter portfolio," said Sean Clark, General Manager, U.S. Vision Care, Alcon. "Our SYSTANE products are trusted by doctors and their patients, and we are excited to offer an effective solution that provides extra moisture for patients with sensitive, dry eyes."

SYSTANE HYDRATION PF is preservative-free and features proprietary HydroBoost Technology, an exclusive combination of inactive ingredients that help retain the dual active lubricants on the ocular surface^{1,2}, including:

- Sodium Hyaluronate, a moisturizing substance that occurs naturally in tears;
- HP-Guar, which helps provide better moisture coverage and absorption by forming a web-like layer over the eye.¹⁻⁴

"Every dry eye patient has unique needs and it's important to have accessible dry eye artificial tear options that are preservative-free and provide long-lasting symptom relief, which is an essential part of any dry eye regimen" said Walter O. Whitley, OD, Virginia Eye Consultants, Norfolk, VA.

"SYSTANE HYDRATION PF with HydroBoost Technology should be a go-to for any patient with more sensitive eyes who are in need of a long-lasting preservative-free option."

SYSTANE HYDRATION PF will be available in 30 single-use vials in select retail stores and online beginning in early March 2020. It joins the comprehensive portfolio of Alcon products and solutions, including the SYSTANE Family and iLUX® MGD Thermal Pulsation System.

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 a 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.

About Alcon

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning more than seven decades, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 20,000 associates are enhancing the quality of life through innovative products, partnerships with eye care professionals and programs that advance access to quality eye care. Learn more at www.alcon.com.

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