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## **Alcon's SYSTANE Hydration Preservative Free Lubricant Eye Drop Voted by Consumers as Eye Care "Product of the Year"**

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SYSTANE® Hydration PF, a preservative-free over-the-counter (OTC) lubricant eye drop that helps restore moisture to dry eyes with the soothing relief of HydroBoost technology, was named "Product of the Year" in the Eye Care category of the 2021 Consumer Survey of Product Innovation. The product launched in 2020 as part of Alcon's #1 doctor-recommended SYSTANE family of products as an important option for dry eye sufferers in need of long-lasting relief.

"Since launch, SYSTANE Hydration PF (Preservative Free) has provided a much-needed option for consumers needing long-lasting moisture to soothe sensitive, dry eyes," said Justin Hart, Senior Brand Manager of SYSTANE and GenTeal, Alcon. "Being recognized as Product of the Year is a testament to the important place this product has in our OTC dry eye drop portfolio and shows that consumers trust SYSTANE Hydration PF to provide long-lasting relief for their dry eyes."

SYSTANE Hydration PF has a unique combination of two demulcents (propylene glycol and polyethylene glycol) with HydroBoost Technology that brings long-lasting relief to people who need it the most.<sup>1,2,3</sup> HydroBoost Technology is an exclusive combination of inactive ingredients that help retain the dual active demulcents on the ocular surface,<sup>1-2</sup> 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.<sup>1,2,4,5</sup>

People with sensitive, dry eyes who use lubricating drops more than four times a day, or those who experience aqueous deficient dry eye, can feel confident choosing this preservative-free eye drop. SYSTANE Hydration PF is sold in 30 single-use vials in retail stores and online in the U.S.

The Product of the Year Award is the largest consumer-voted award for product innovation, chosen by 40,000 American shoppers in a national survey conducted by Kantar, a global leader in consumer research. Consumer shopping behavior has rapidly shifted in the past year, and the annual Product of the Year Award provides a trusted resource to easily guide consumers to the best new products on the market. With heightened online purchasing and decreased sampling opportunities, Product of the Year helps shoppers quickly cut through the clutter to save time and money with their distinctive red seal.

## **Important Information for the SYSTANE Family of Products**

SYSTANE lubricant eye drops have been clinically proven to reduce the symptoms of dry eye, providing fast, long-lasting relief 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](http://www.alcon.com).

## **References**

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