



Let dry eyes say

**Miebo®**

(perfluorohexyloctane  
ophthalmic solution)

*oh yeah*

The  
**only Rx**  
eye drop that  
directly targets tear  
**evaporation**

#### INDICATION

MIEBO® (perfluorohexyloctane ophthalmic solution) is used to treat the signs and symptoms of dry eye disease.

#### IMPORTANT SAFETY INFORMATION

- Remove contact lenses before using MIEBO and wait for at least 30 minutes before reinserting

Please see Important Safety Information throughout. Please click [here](#) for full Prescribing Information for MIEBO.

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## IMPORTANT SAFETY INFORMATION (CONT'D)

- It is important to use MIEBO exactly as prescribed
- It is not known if MIEBO is safe and effective in children under the age of 18

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# For eyes that say



## The only Rx eye drop that directly targets tear evaporation.

Although you may not have heard about tear evaporation, it's the **#1 cause** of those pesky dry eye symptoms.

Until MIEBO, there hasn't been a prescription (Rx) eye drop that directly targets too much tear evaporation.



### IMPORTANT SAFETY INFORMATION (CONT'D)

- The most common eye side effect seen in studies was blurred vision (1% to 3% of patients reported blurred vision and eye redness)

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# Dry eye... but why?

## What's causing your dry eye symptoms?

Do your dry eyes still feel **gritty, rough, or tired** no matter what you do? Do you experience vision that changes throughout the day?

**There are 2 types of dry eye:**



**Too much tear evaporation**  
which contributes to dry eye  
in about **9 out of 10** people.



**Not making enough tears**  
which is a less common  
type of dry eye.

Sometimes you can have a  
**combination of both types**  
**of dry eye.**



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# What does dry eye feel like?

With **too much tear evaporation**, it's common to experience:



**Needing to blink to clear your vision**



**Vision that fluctuates**



**Symptoms that get worse throughout the day**

Dry eye caused by too much tear evaporation may make your eyes feel **one or more of the following**:

**Gritty**



**Heavy**



**Scratchy**



**Irritated**



**Rough**



**Sensitive to light**



**Painful**



**Stinging**



**Itchy**



**Burning**



**Tired**



**Watery**



## Why do my dry eyes feel watery?

Adding eye drops to eyes that are already watery may seem strange. But that watery feeling is a common symptom of dry eye. It can be a sign that your tears are evaporating too quickly.

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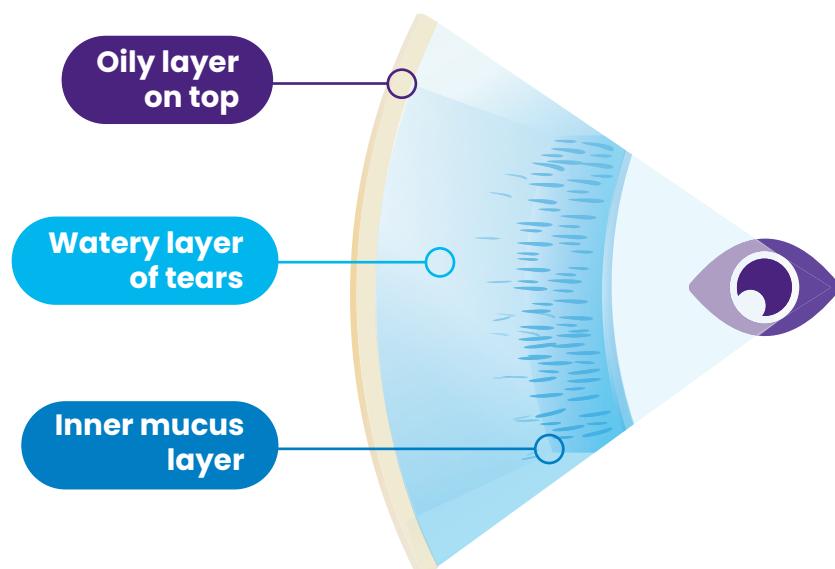
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# Too much tear evaporation? Ohh no

Everyone's tears evaporate. But when you have **evaporative dry eye**, your tears escape too quickly—more than what's considered normal. This leaves eyes feeling **dry, rough, and gritty**.

## Why too many tears evaporate

On the outside of your eye, there is something called the "**tear film**." It's made up of 3 layers:



In healthy eyes, the oily layer helps to keep the tears from drying out.

With evaporative dry eye, **the oily layer isn't effective**, and it allows too many tears to evaporate.

### IMPORTANT SAFETY INFORMATION (CONT'D)

- The most common eye side effect seen in studies was blurred vision (1% to 3% of patients reported blurred vision and eye redness)

## A closer look

Little glands called **meibomian glands** make this oily layer on the surface of the eye that prevents the watery tears underneath from evaporating.

In **evaporative dry eye**, the meibomian glands don't work as they should and the oily layer becomes **damaged**.

This damage leads to too much **tear evaporation**.



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# Causes of too much tear evaporation



## Factors that contribute to evaporative dry eye



### Screen time (blinking less)

When you concentrate on certain activities, you blink less often without noticing. A study showed when looking at a screen, you may only blink 7 times per minute. Reading a book, you may only blink 10–15 times per minute. When you aren't blinking as much as you should, more tears evaporate.



### Certain medications

Antihistamines, decongestants, acne medication, antidepressants, heart medication, and diabetes medication can affect the tear film.



### The environment

Wind, smoke, air conditioning, or dry air in the environment can speed up evaporation.



### Meibomian gland dysfunction

When the meibomian glands (the glands responsible for making the oily layer on the surface of the eye) get clogged or don't work properly, the tear film doesn't form properly. It's the leading cause of too much tear evaporation.



### Inflammation

Inflammation in dry eye is very common. When too much tear evaporation causes damage to the surface of your eye, it can also cause inflammation. This can make damage worse, creating a vicious cycle of worsening dry eye signs and symptoms.



### Aging

Dry eyes can be a natural part of aging.

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# Finding the right treatment

## Is MIEBO right for me?

If you've tried over-the-counter treatments, prescriptions, or procedures and are still looking for relief, maybe it's time to try something different. Consider asking your doctor about MIEBO.

Other eye drops may add tears or increase the number of tears you make. But for about **9 out of 10** people with dry eye, the cause, in part, is too much **tear evaporation**. This means that other drops alone may not be enough.

# Miebo

is the **only** prescription eye drop that directly targets too much tear

**evaporation**



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# How Miebo® works

When you place a drop of MIEBO in your eye, it **spreads evenly and quickly** to form a protective layer. This reduces evaporation, so you can keep more of your own tears.

## The protective layer MIEBO creates:



**Can help the surface of the eye heal** with continued use (as directed)



**May reduce the friction** you feel while blinking

Want a closer look at how MIEBO works?

**Watch the video**



Dramatization. The exact way MIEBO works is not known.

## IMPORTANT SAFETY INFORMATION (CONT'D)

• The most common eye side effect seen in studies was blurred vision (1% to 3% of patients reported blurred vision and eye redness)

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# A different kind of drop?

**Miebo**  
oh yeah

## First and only

MIEBO is the first and only prescription eye drop that directly targets too much tear evaporation.

## Protective layer

Mimics the way the protective outer layer of your own tear film prevents evaporation.

## Long lasting

Helps form a lasting barrier that fights tear evaporation to improve the signs and symptoms of dry eye with continued use.

## Preservative free

Which means it's gentle on the eyes.

## 1 ingredient

That means there are no other additives or steroids.

### IMPORTANT SAFETY INFORMATION (CONT'D)

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# How Miebo<sup>®</sup> may help

In clinical studies, MIEBO was shown to significantly\* reduce:



## Signs of dry eye

With continued use of MIEBO, doctors saw improvements in the damage on the surface of the eye.



## Symptoms of dry eye

People in the studies felt their eye dryness significantly improved.

## Relief in as little as 2 weeks

In the studies, doctors checked the signs and symptoms of dry eye after 2 weeks, and again after 8 weeks. Patients saw significant improvement at both checkpoints while they were continuing to use MIEBO.

\*MIEBO was studied against saline in 2 clinical trials of more than 1200 patients who were treated 4 times per day.

## IMPORTANT SAFETY INFORMATION (CONT'D)

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## Side effects with MIEBO are uncommon

MIEBO is a prescription eye drop approved by the FDA. Because it's a prescription, it was studied in-depth in patients, unlike over-the-counter artificial tears.

The safety of MIEBO was studied in more than 600 people in 2 clinical trials that lasted 57 days (GOBI and MOJAVE).

**No serious side effects were seen in either study.** The data below is an average of the studies.

**0**

**0 serious side effects.** No one treated with MIEBO experienced serious side effects.

**0.2%**

**0.2% stopped using MIEBO due to side effects.** Of the 614 people studied, only 1 person stopped using MIEBO because of side effects. (GOBI: 1 person; MOJAVE: 0 people)

**0.5%**

**0.5% felt burning or stinging.** Very few people reported burning or stinging when putting in MIEBO. (GOBI: 3 people; MOJAVE: 0 people)

**2.1%**

**2.1% reported blurred vision.** The most common side effect seen with MIEBO was blurred vision, which occurred in 2.1% of people. It usually resolved within minutes. 0.8% of people also experienced eye redness. (GOBI: 9 people; MOJAVE: 4 people)

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# Ready. Set. Go with Miebo®

Follow these simple steps to use MIEBO:

## 1 Get ready.

If you wear contacts, take them out before using MIEBO and wait at least 30 minutes after using MIEBO to put them back in.

## 2 Get set.

To prime the bottle before you use it:

- Unscrew the cap
- Squeeze the bottle
- Turn it upside down
- Release the pressure

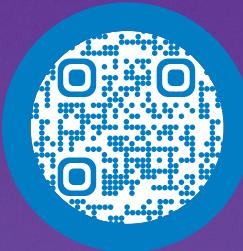
## 3 Go with MIEBO.

Keeping the bottle upside down, move it above your eye. Then, gently squeeze the bottle to release 1 drop.

Repeat the steps to prime the bottle and release 1 drop in your other eye.

## 4 Use daily as directed.

For best results, continue using MIEBO as directed.



Looking for help?  
See how it's done



## IMPORTANT SAFETY INFORMATION (CONT'D)

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# The **Miebo** experience



In clinical studies, most people said MIEBO was **comfortable or very comfortable** to use.\*



MIEBO doesn't contain water, so it's much **smaller than most** other eye drops.



It's 1 ingredient with unique properties, so **you might not feel it**, or it might not make you blink.

\*In studies, 81% of people treated with MIEBO rated it as a 7 or higher on a 0-10 comfort scale.

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# 2 ways to save

With our support services, eligible commercially insured patients may pay as little as a **\$0 Copay\*** on a MIEBO prescription by using the **MIEBO Copay Card** or the **pharmacy service, BlinkRx**.

## MIEBO Copay Card

**The MySavings Program may be able to help you save on your copay for MIEBO.**

With our MIEBO Copay Card, eligible commercially insured patients may pay as little as a **\$0 Copay\*** for new prescriptions and refills. The MIEBO Copay Card can be used at traditional pharmacies as well as on BlinkRx, a digital alternative.



Prescription

**Miebo**

can be sent to most traditional pharmacies, but BlinkRx offers a digital alternative. See below for details.

**Miebo Rx in a blink**

Patient support powered by **BLINKRX**

## With BlinkRx, you can expect:

### A low price for MIEBO

BlinkRx works with your insurance. If you are commercially insured and eligible, it applies available savings to your MIEBO prescription.\* You don't need a Copay Card.†

### A simple experience

BlinkRx will send you a text with the lowest price available. You can pay for your MIEBO prescription online or over the phone.

### Prescription support

The BlinkRx team has pharmacists to help answer questions and help with refills and reminders.

### Free, fast delivery

BlinkRx will deliver your MIEBO prescription for free. Eligible commercially insured patients may pay as little as a **\$0 Copay\***.

### BlinkRx questions?

Call **1-833-914-3856** or email **support@blinkrx.com**.

\*Terms and Conditions apply. This offer is only valid for eligible patients with commercial insurance. This offer is not valid for any person eligible for reimbursement of prescriptions, in whole or in part, by any federal, state, or other governmental programs, including, but not limited to, Medicare (including Medicare Advantage and Part A, B, and D plans), Medicaid, TRICARE, Veterans Administration or Department of Defense health coverage, CHAMPUS, the Puerto Rico Government Health Insurance Plan, or any other federal or state health care programs. Please see MIEBO.CopaySavingsProgram.com for Eligibility Criteria and full Terms and Conditions.

Please see BlinkRx.com for additional terms and conditions.

†Copay offers also available outside of the BlinkRx program through the MIEBO MySavings Program.

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You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call **1-800-FDA-1088**.

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**BAUSCH + LOMB**