



TAKE CONTROL AND TREAT MGD WITH CONFIDENCE

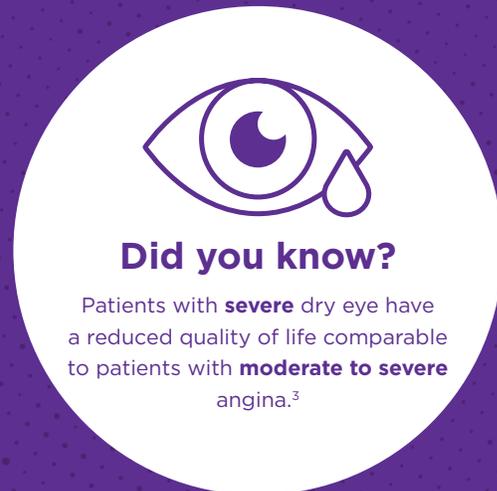
For personalized, real dry eye relief, the iLUX® device,
with its advanced Smart Tip Patient Interface,
gives you results you can see.

Alcon

OVER 6 MILLION PEOPLE IN CANADA SUFFER FROM DRY EYE.¹

86% OF DRY EYE PATIENTS HAVE SIGNS OF MEIBOMIAN GLAND DYSFUNCTION (MGD).²

MGD is a chronic disease with symptoms of dryness, irritation, itchiness, blurred vision and watery eyes, and to date, has no permanent cure.



THE DRY EYE OPPORTUNITY

In-office procedures are becoming the fastest growing segment in dry eye treatment — with nearly **8 out of 10 eye care professionals** considering dry eye treatment as an opportunity to grow their practice.⁴

ENTERING PATIENTS INTO A SYSTEM OF DRY EYE CARE

As patients often ignore symptoms, improving dry eye care starts with a diagnosis. Ask your patients if they use artificial tears and how often. **The earlier you start the dry eye conversation, the sooner you can make an impact.**



ALCON'S COMMITMENT

We strive to be the best in helping you provide outstanding care to your patients.

Alcon is the global leader in eyecare excellence, improving vision through innovation since 1945. We're partnering with you to provide outstanding products that help your patients see, look and feel their best.

ALCON INTRODUCES **iLUX**[®]

iLUX[®] is an MGD treatment device that incorporates the innovative Smart Tip Patient Interface and targets blocked meibomian glands that require expression.

Indication: 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.

iLUX[®] gives you control to confidently deliver outstanding MGD treatment:

- Visualize treatment zones
- Personalize the treatment to respond to patient feedback
- Take control — treat your patient in your office
- Feel confident that the treatment can deliver relief from MGD signs and symptoms

Smart Tip Patient Interface brings advanced technology to the site of treatment:

- Precision sensors continually monitor eyelid temperatures to maintain therapeutic heat levels
- Heat and pressure levels can be personalized to your patient's needs
- Consistently deliver an effective treatment with a unique Method of Action
- Eyelid pads are covered with a soft, biocompatible silicone material for patient comfort and ocular surface protection



EFFECTIVE AND INTUITIVE

iLUX[®] can be used by eye care professionals and practice technicians.

SEE IT

View the blocked meibomian glands through the magnifying lens.

HEAT IT

Press the button to apply light-based heating to the treatment area.

TREAT IT

Have total pressure control as you gently compress the meibomian glands.

PERSONALIZE IT

Select only the areas needing treatment.



HOW IT WORKS

RESULTS YOU CAN COUNT ON

In the pivotal clinical trial for iLUX®:

- Tear break up time, on average, improved 66% at two weeks and 74% at four weeks post-treatment, compared to baseline.⁵
- Meibomian gland scores, on average, increased more than three times at two weeks and nearly four times at four weeks post-treatment, compared to baseline.⁵
- Treatment in both eyes takes approximately 8-12 minutes.



Insert the Inner Pad of the Smart Tip

- Instruct the patient to look up
 - Fully insert the Inner Pad behind the lower eyelid
 - Invert the iLUX® device to treat the upper eyelid
 - The patient may keep their eyes closed
-



Hold the Eyelid In Place

- Press the Compression Control Button
 - Apply just enough force to keep the eyelid from slipping out from the pads
 - Do not try to squeeze the eyelid
-



Begin Warming

- Slide the Heater Control Switch to activate the warming LEDs
 - Data from the Smart Tip precision sensors is sent to the display
 - Once the temperature reaches 38°C, the meibum begins to melt
 - There is a 90 second heating limit before the LEDs are disabled
-

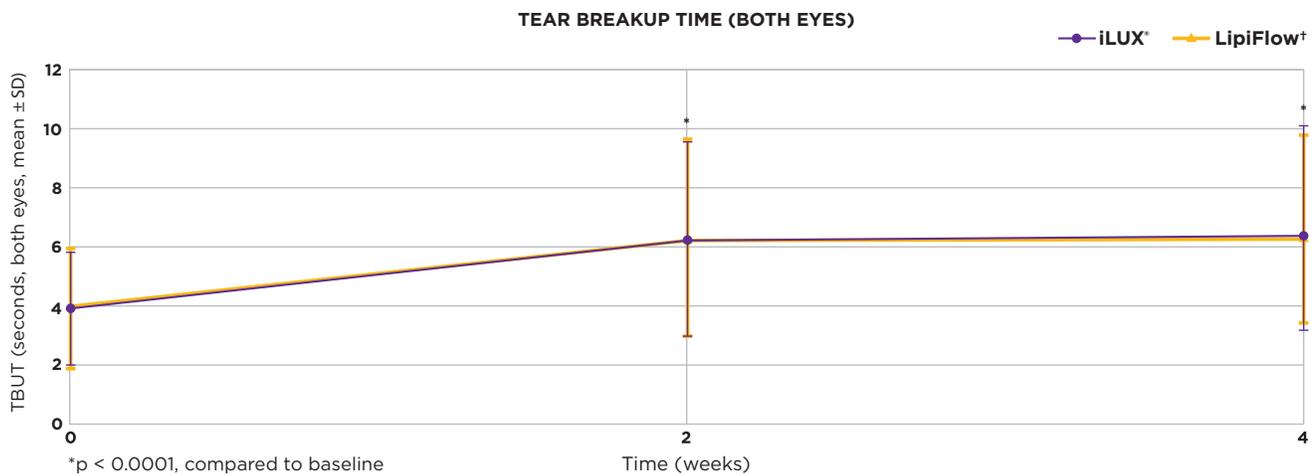
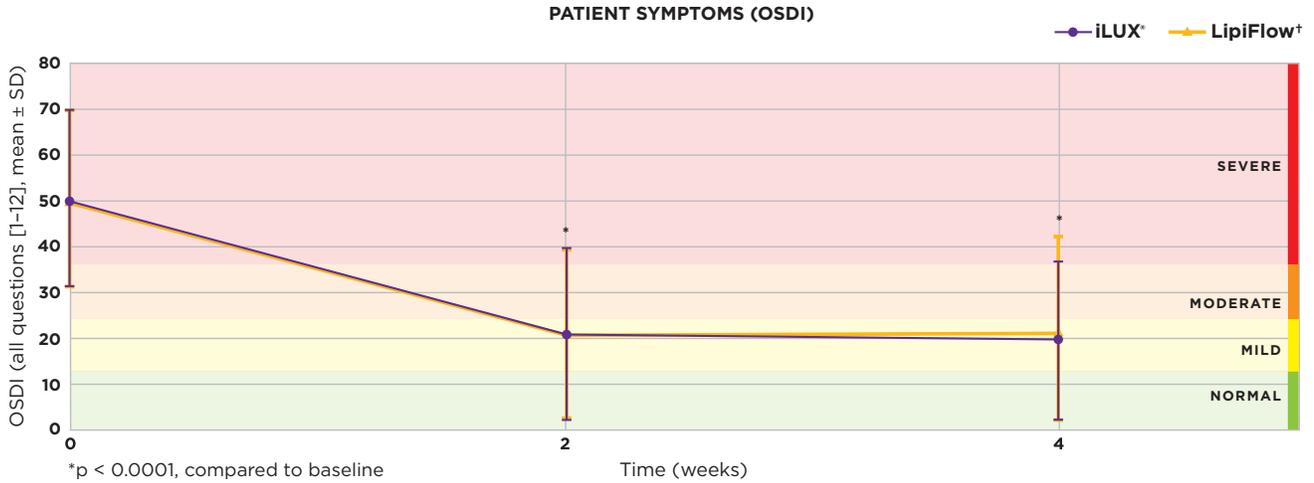


Visualize the Meibum Expressing

- View the target glands through the magnifying lens
- Shift to Expression Mode by sliding back the Heater Control Switch
- Slowly increase compression, subject to patient comfort. Alternate with relaxation to effectively express the meibum
- The meibum may be clear, cloudy or inspissated
- If inspissated, additional heating/compression cycles may be required
- Once melted or clear meibum is expressed, treatment in this zone is complete

DEMONSTRATED EFFICACY WITH ILUX®

iLUX® was shown to be equivalent to LipiFlow† and produced statistically significant improvement in signs and symptoms of MGD vs. baseline.^{5,*}



*Based on a prospective, randomized, open-label, multi-center, bilateral treatment clinical trial in 142 subjects comparing changes in MGD and patient symptoms following treatment with iLUX® and LipiFlow devices.

†LipiFlow is a trademark of Johnson & Johnson Vision Care, Inc.

THE DRY EYE EXCELLENCE PROGRAM

DEEPTM by Alcon, is your partner in helping you successfully meet your practice goals. By providing the tools and know-how, we partner with you through five implementation phases to provide you best-in-class dry eye management.

The program is a core component of your iLUX[®] purchase, helping you reach and treat the patients that need it most.



As part of a complete dry eye treatment regimen, iLUX is brought to you by the makers of SYSTANE[®], the #1 Doctor and Pharmacist recommended brand for dry eyes⁶

Through our range of SYSTANE[®] products, our dry eye care continues even after the patient leaves the practice.



TAKE CONTROL. PERSONALIZE TREATMENT. PERFORM WITH CONFIDENCE. VISUALIZE RESULTS.

IMPORTANT PRODUCT INFORMATION

Indication:

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.

Contraindications:

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.

Warnings and Precautions:

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 Reactions:

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).

ATTENTION: PLEASE REFER TO THE USER MANUAL FOR A COMPLETE LIST OF CONTRAINDICATIONS, INSTRUCTIONS FOR USE, WARNINGS AND PRECAUTIONS FOR THE iLUX® DEVICE.

References: **1.** Caffery et al. Prevalence of dry eye disease in Ontario, Canada: A population-based survey. *The Ocular Surface*. 2019;1-6 **2.** Lemp MA, Crews LA, Bron AJ, Foulks GN, Sullivan BD. Distribution of aqueous-deficient and evaporative dry eye in a clinic-based patient cohort: a retrospective study. *Cornea*. 2012;31:472-478. **3.** Schiffman RM, Walt JG, Jacobsen G, Doyle JJ, Lebovics G, Sumner W. Utility assessment among patients with dry eye disease. *Ophthalmology*. 2003;110(7):1412-1419. **4.** Alcon Data on File, 2018. **5.** Hardten DR, Schanzlin JD, Dishler JG, et al. Comparison of a Handheld Infrared Heating and Compression Device for Treatment of Meibomian Gland Dysfunction to a Thermal Pulsation Device. Presented at the Annual Meeting of the American Society of Cataract and Refractive Surgery (ASCRS); April 13-17, 2018; Washington, D.C. **6.** Pharmacy Practice + Business and Profession Santé 2018 Survey on OTC Counselling and Recommendations (n=2,604; margin of error +/- 1.9%, 19/20) & The Medical Post and Profession Santé 2018 Survey on OTC Counselling and Recommendations (n=672; margin of error ±3.8%, 18/20).

iLUX[®] MGD TREATMENT SYSTEM

INNOVATION TO HELP DRIVE SUCCESSFUL PATIENT AND PRACTICE OUTCOMES

For personalized, real dry eye relief, the iLUX[®] Meibomian Gland Dysfunction (MGD) Treatment Device with its advanced Smart Tip Patient Interface, gives you control for clinically visible results. Partner with us through our specialized program, DEEP[™], that gives you further support in providing outstanding dry eye treatment.



iLUX[®] MGD Treatment Device

- Visualize treatment zones
- Personalized treatment
- Proven efficacy that delivers relief from MGD symptoms¹
- Portable technology with small footprint
- Accessibly priced and easy to incorporate for most practices

Please see Important Product Information for iLUX[®] Device on the other side.

Smart Tip Patient Interface

- Contains an advanced memory chip, which records live information including date and time of LED activation and duration of LED use
- Four precision sensors continually monitor eyelid temperatures to maintain therapeutic heat levels
- Soft, biocompatible silicone eyelid pads for patient comfort and ocular surface protection
- Consistently deliver an effective treatment with a unique method of action

DEEP[™] by Alcon

- Alcon's latest practice optimization module to help adoption and growth of dry eye technologies
- Your partner in achieving customized S.M.A.R.T. goals
- Specialized support for installation and full practice training
- Access to global community through user meetings

EFFECTIVE IMPLEMENTATION IS KEY TO PRACTICE SUCCESS

YOUR TRUSTED PARTNER IN DRY EYE CARE

DEEP™ PROGRAM BY ALCON

We are excited to announce the DEEP™ Program—our latest dry eye innovation. This is Alcon's solution to help practices optimize new technology beyond purchase.



As part of a complete dry eye treatment regimen, iLUX® is brought to you by the makers of SYSTANE®, the #1 Doctor and Pharmacist recommended brand for dry eyes²

CONTACT YOUR LOCAL ALCON ADVANCED TECHNOLOGY SALES REPRESENTATIVE TO LEARN MORE ABOUT THE iLUX® MGD TREATMENT SYSTEM.



IMPORTANT PRODUCT INFORMATION FOR iLUX® DEVICE

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FOCUSING ON INNOVATION IN DRY EYE TREATMENT

Dry Eye is a chronic disease caused by deficiencies in the quantity and quality of meibum within the tear film that affects over **6 million people** in the Canada.⁴ As sufferers struggle with symptoms such as dryness and irritation, many try to treat the problem themselves with artificial tears, but may still experience dry eye symptoms.⁵

We know that **86% of dry eye sufferers are reported to have clinical signs of Meibomian Gland Dysfunction (MGD)**,⁶ and now, targeted treatment is here.

COMMON SYMPTOMS OF DRY EYE



Dryness



Blurred vision



Itchiness



Watery eyes



Irritation



Redness

iLUX

IMPORTANT INFORMATION FOR iLUX® DEVICE

The iLUX® Device is used to warm and compress glands in the eyelids of adult patients with a specific type of dry eye, called Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye.

Potential side effects may include eyelid/eye pain requiring stopping the treatment procedure, eyelid/eye irritation or inflammation, temporary reddening of the skin, and other eye symptoms (burning, stinging, tearing, itching, discharge, redness, feeling like there is something in the eye, changes in your vision, sensitivity to light).

Ask your eye care professional for a complete list of safety information for the iLUX® Device

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iLUX®
MGD TREATMENT SYSTEM



DO YOU HAVE DRY EYE DISEASE?

Experience relief from symptoms such as dryness and irritation caused by Meibomian Gland Dysfunction.

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SEE BRILLIANTLY



WHAT IS MGD?

MGD is a condition where the glands that help keep your tear film oily get blocked, causing your tears to evaporate more easily and drying your eyes out. MGD is a chronic condition and will worsen over time, if not treated.

HEALTHY GLANDS VERSUS THOSE WITH MGD



Healthy*



Moderate*



Severe*

*Gland dropout is evaluated on the basis of the number of meibomian glands with complete loss

THE GOOD NEWS IS THAT
MGD IS TREATABLE.

iLUX[®] MGD TREATMENT SYSTEM

Fast and Effective

With your eye care professional by your side every step of the way, the iLUX[®] MGD treatment system administers therapeutic heat and then expresses the oil directly from the blocked meibomian glands. Now that the glands are unblocked, it will be easier for the oil to be released naturally.

Real Dry Eye Relief

The iLUX[®] device was shown to significantly reduce dry eye symptoms such as gritty eyes and irritation.¹

In a clinical study, patients' meibomian gland scores were three times better at two weeks post-treatment and four times better at four weeks, compared to baseline.¹

Treatment Process

Once treatment begins, it takes **approximately 8-12 minutes for both eyes.**³



1. Your eye care professional assesses your eyelids to determine the treatment zones.
2. Your eyelid is held between the soft, biocompatible pads of the iLUX[®] device's Smart Tip Patient Interface. For comfort, you may keep your eyes closed.
3. Therapeutic, light-based heat will begin to warm the blocked glands to a safe temperature to help soften and release the oil. The meibum melts and your doctor has the ability to apply additional heat or pressure dependent on your needs.
4. Through compression, the oil is expressed from the glands and treatment is complete.



As part of a complete dry eye treatment regimen, iLUX[®] is brought to you by the makers of SYSTANE[®], **THE #1 DOCTOR AND PHARMACIST RECOMMENDED BRAND FOR DRY EYES.²**

With our range of SYSTANE[®] brand products, your dry eye care continues after you leave the practice.

Systane[®]
Family of Products

EXPERIENCE RELIEF FROM SYMPTOMS OF MGD.

ASK YOUR EYE CARE PROFESSIONAL TODAY ABOUT THE iLUX[®] MGD TREATMENT SYSTEM.

iLUX[®]

iLUX
TREATMENT SYSTEM

What took place during your **iLUX**® Meibomian Gland Dysfunction (MGD) treatment

Blocked meibomian glands are a leading cause of dry eye. Through the use of the iLUX® MGD System, your eye care professional applied heat followed by gentle pressure to your upper and lower eyelids to express meibum from your glands and help clear blockages.



After Your iLUX® Treatment



Be gentle when touching your eyes, as the numbing drops will take a while to wear off



Ask your doctor when you can insert your contacts post treatment

Now that you have completed your **iLUX**® treatment...

While you may experience some relief immediately following the treatment, clinical trials showed patients experienced improved results starting at two weeks post treatment.¹

Focusing On Innovation in Dry Eye Treatment

Dry eye can be a chronic disease caused by deficiencies in the quantity and quality of meibum within the tear film, with over **6 million people** in Canada suffering from dry eye symptoms.² Common dry eye symptoms include dryness, irritation and blurred vision.

We know that **86% of dry eye sufferers are reported to have clinical signs of Meibomian Gland Dysfunction (MGD).**³ Targeted treatment can help.

Alcon



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Your Dry Eye Counselor's Name

Name:

Phone Number: ())

Post Treatment Recommendations

After your iLUX® MGD Treatment, your doctor has recommended the following additional treatments and steps:

ADDITIONAL TREATMENT OPTIONS

Warm compress



Brand and Instructions

Omega-3 supplement



Brand and Instructions

Moisture goggles



Brand and Instructions

Night-time ointment



Brand and Instructions

Other



Lid wipes/cleaner



Brand and Instructions

Artificial tears



Brand and Instructions

Sleep mask



Brand and Instructions

Prescription medication



Brand and Instructions

Follow-Up Appointment:

