



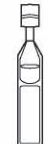



# THE VISMED® PRODUCT RANGE

One product for each dry eye patient

	<b>Severe symptoms</b>	<b>0.3% SH</b>	20 single-dose containers of 0.45 ml		Reclosable single-dose containers to be used within 12 hours after opening
			Multidose dispenser of 10 ml		Sterile up to 3 months after first use
	<b>Moderate symptoms</b>	<b>0.18% SH</b>	20 single-dose containers of 0.30 ml		Single use containers
			Multidose dispenser of 10 ml		Sterile up to 3 months after first use

**PRESERVATIVE-FREE**

# THE VISMED® CONCEPT

Hypotonic sodium hyaluronate eye drop formulations with essential ions for all dry eye patients

Enhanced protection in dry eye



The therapy of choice in dry eye



- ✓ Available in preservative-free single- and multi-dose containers
- ✓ Compatible with all types of contact lenses (rigid or soft)
- ✓ Available on prescription (FP10)

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# VISMED®

## Comfortable Eyes

Hypotonic sodium hyaluronate lubricant eye drops

Product range information



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# THE VISMED® PATENTED FORMULATION

## SODIUM HYALURONATE: THE IDEAL MOLECULE IN EYE LUBRICATION

### Natural biopolymer

Sodium hyaluronate (also called hyaluronic acid) is a biocompatible polymer that plays many important roles in our body including the eyes. The highly purified sodium hyaluronate (SH) in the VISMED® range is obtained by bacterial fermentation and is free from potentially allergenic animal proteins. It is thus well tolerated. Due to their unique physical and chemical properties, SH solutions behave like natural tears.<sup>1</sup> SH solutions are therefore widely used as lubricant eye drops for the treatment of sensations of ocular dryness.<sup>2</sup>

### Viscoelastic properties

The most important property of SH solutions is their viscoelasticity, which combines the viscous properties of a liquid with the elastic properties of a solid, depending on the shear stress applied. This property increases the stability of the

pre-corneal tear film and maximises the tear film residence time.<sup>3,4</sup>

### Water retention properties

SH polymeric chains have numerous hydrophilic domains and moisturise the eye surface efficiently and durably.<sup>5</sup>

### Healing of superficial keratitis

SH has a beneficial effect in the healing of superficial keratitis by promoting rapid cell migration.<sup>6</sup>

### Scavenging of free radicals

The antioxidant properties of SH protect the ocular tissues against the deleterious effects of free radicals.<sup>7</sup>

### Essential electrolytes

All VISMED® products contain concentrations of essential ions similar to those found in natural tears.

Calcium and magnesium ions are important in cell adhesion, cell junction and cellular transport while potassium contributes to the maintenance of corneal thickness.<sup>10,11</sup>

### Citrate containing buffer

VISMED® patented formulations contains sufficient sodium citrate to maintain the phosphate and calcium ions in solution and therefore prevent corneal calcification due to precipitation of calcium phosphate.<sup>12</sup>

## A BALANCED FORMULATION

### Hypotonic eye drop formulation

Dry eye syndrome is considered as a multifactorial disease accompanied by increased osmolarity of the tear film.<sup>8</sup> All products of the VISMED® range have been formulated to be hypotonic in order to counteract the hyperosmolarity of tears in dry eye patients.<sup>9</sup>

## PRESERVATIVE-FREE

Eyedrops containing preservatives should be avoided in patients with moderate to severe dry eye as they may worsen the patient's condition.

VISMED® and VISMED® GEL formulations are preservative-free, preventing potentially toxic or allergic reactions associated with some preservatives.<sup>10,13</sup>

VISMED® MULTI and VISMED® GEL MULTI are presented in an innovative preservative-free multidose dispenser.

## High compliance and patient satisfaction

- ✓ Free from preservatives  
→ **Excellent tolerability**
- ✓ Sterile up to 3 months\*  
after first use  
→ **Safety for patients**
- ✓ Squeezable container  
→ **Intuitive handling**

\*Multi-dose versions only



**Unique lubricant eye drops: effective, safe and easy to use**

## CHOOSE THE LEVEL OF PROTECTION NEEDED

The protective effects of SH eye drops vary greatly depending on their viscoelasticity which is influenced by the concentration and the molecular weight of SH. Each VISMED® product has been carefully balanced to achieve the right level of protection needed for each dry eye patient.

### Enhanced protection in dry eye

VISMED®GEL is indicated in cases of dry eye and/or ocular surface damage, due to diseases such as superficial keratitis, Sjögren syndrome or primary dry eye syndrome.

It reduces symptoms of ocular irritation and lengthens NIBUT in subjects with moderate dry eye more effectively than saline, in terms of peak effect and duration of action<sup>3</sup>. It has proven efficacy and safety in reducing dry eye and enhancing corneal epithelial wound healing after refractive surgery.<sup>14</sup>

0.3%  
HA



### The therapy of choice in dry eye

VISMED® is the original, patented SH lubricant eye drop formulation launched more than 14 years ago. During this period, large clinical studies demonstrated its efficacy and safety in patients with signs and symptoms of moderate dry eye.<sup>15,16</sup> Its excellent safety profile and supportive clinical studies make it the therapy of choice in dry eye.

0.18%  
HA



VISMED® products offer patients relief from moderate ocular discomfort to severe cases of ocular dryness.

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