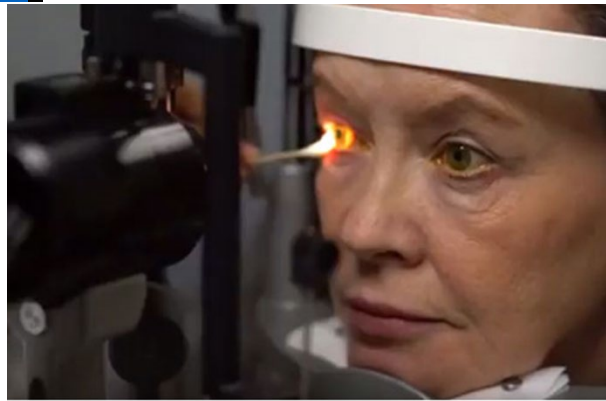


NovaBay's Avenova Offers Key Benefits in Glaucoma Care

Daily wipes with Avenova for eyelid hygiene can prevent some of the worrisome complications of glaucoma, reports a top ophthalmologist

RACINE, Wisconsin – July 31, 2017, [Dr. I. Paul Singh](#), a respected glaucoma specialist at [The Eye Centers of Racine and Kenosha](#), today highlights an important and innovative approach for helping patients manage their glaucoma—a new eyelid hygiene product from [NovaBay Pharmaceuticals](#) (NYSE MKT: NBY) called [Avenova](#)[®].



A new eyelid hygiene product called Avenova is helping Glaucoma patients manage their disease.

[Glaucoma is a group of diseases](#) that often occurs when fluid builds up in the front part of the eye, Dr. Singh explains. That increases the pressure in the eye and damages the optic nerve—and is the leading cause of blindness for people over the age of 60.

More than [2.7 million Americans](#)—and more than 60 million people around the world—suffer from glaucoma. Virtually all of these patients are 40 years of age or older.

Improved detection and treatment of glaucoma [have reduced the chances of blindness](#) in the U.S. “But one significant problem remains,” says Dr. Singh. Keeping patients on their treatment regimen and maintaining a high quality of life is very difficult. A primary reason is “Virtually every glaucoma patient also has some sort of eyelid disease, such as Dry Eye or Blepharitis.” These diseases are often attributed to bacteria living on the eyelids and eyelashes, leading to inflammation, pain, light sensitivity fluctuating vision, and a crusty build-up of debris on the lids. These symptoms often discourage patients and cause them to not be as compliant with their follow up.

Moreover, Dr. Singh adds, “the medications we use to treat glaucoma and prevent blindness often exacerbate the lid disease.” As a result, some patients attribute the lid disease and the associated symptoms to glaucoma treatments and stop complying with those medications, raising the risk of going blind.

That’s why Dr. Singh and other leading glaucoma experts have begun to test all their glaucoma patients for lid disease.

“Fortunately,” he adds, “we now have a very effective approach for managing those eyelid conditions—[Avenova](#).”

Avenova directly tackles one of the root cause of Dry Eye and Blepharitis, the overpopulation of bacteria that live on the lids and lashes, Dr. Singh says. “Avenova is the only lid hygiene product to contain Neutrox, or pure 0.01% hypochlorous acid, a substance that is naturally made by our own cells to fight microbial invaders,” he explains. Studies show that Avenova not only kills harmful bacteria, it also helps neutralize bacterial toxins and enzymes, like lipase, that contribute to these lid conditions. “We have found [it does an excellent job](#) helping keep eyelid conditions like MGD Dry Eye and Blepharitis under control,” says Dr. Singh. “Patient’s find it is easy to use and does not take a significant time out of their daily schedule.”

For his glaucoma patients, Dr. Singh now regularly prescribes twice-daily application of Avenova to the eyelids and lashes. This helps them to manage their lid disease and continue using their glaucoma medications. “Avenova has become a tremendous help in our efforts to maintain our treatment of glaucoma, prevent blindness and provide overall better eye health and quality of life.” says Dr. Singh.

Contact:

Dr. I. Paul Singh
The Eye Centers of Racine and Kenosha
(262) 637 0500