

# Offering eye health innovation and quality for our customers



**VISU**farma  
the eye health company

Our promise is to offer high quality products and to spread eye health innovation and knowledge, throughout Europe and the world.



**VISU**farma  
the eye health company

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# ABOUT US

*VISUfarma is a pan-European ophthalmic pharmaceutical company with a clear mission: to bring quality products and global therapeutic innovation to European eye health. We are an ambitious and fast growing ophthalmology company, commercializing a broad portfolio of pharmaceutical products and medical devices across Europe. ([www.VISUfarma.com](http://www.VISUfarma.com)).*

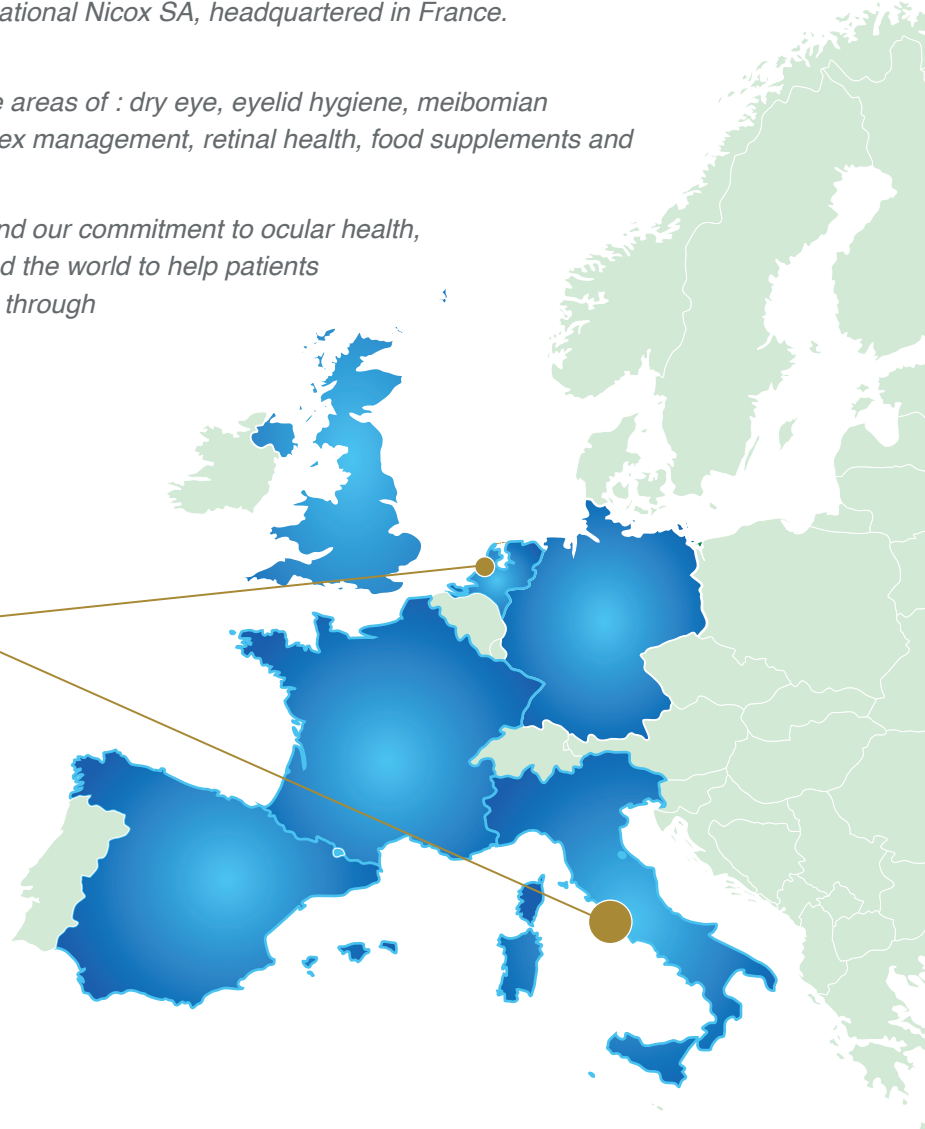
*The company was formed in 2016 and is the result of the successful combination of the Italian company Visufarma SpA and the commercial activities of the international Nicox SA, headquartered in France. The combination created VISUfarma.*

*We offer a complete portfolio of products in the areas of : dry eye, eyelid hygiene, meibomian gland dysfunction (MGD), blepharitis & demodex management, retinal health, food supplements and glaucoma.*

*Our growing portfolio of innovative products, and our commitment to ocular health, will bring new therapeutic solutions from around the world to help patients across Europe and in 20+ countries worldwide through exclusive distributors.*

VISUfarma has over 150 employees and two Business Units, one based in Amsterdam supporting all European countries (except Italy) and our distributors, and the other based in Rome dedicated to the Italian market and the international R&D.

VISUfarma has a strong commercial presence in 5 European countries and in 20+ countries through exclusive distributors.



# DRY EYE DISEASE

The new definition of dry eye as well as a new classification system are contained in the Film & Ocular Surface Society (TFOS) Dry Eye Workshop II (DEWS II) report which was published on July 21, 2017. It has impacted the way the disease is diagnosed and examined.

## THE UPDATED DEFINITION<sup>1</sup>

*“Dry eye is a multifactorial disease of the ocular surface characterized by a loss of homeostasis of the tear film, and accompanied by ocular symptoms, in which tear film instability and hyperosmolarity, ocular surface inflammation and damage, and neurosensory abnormalities play etiological roles”*

- The management of dry eye disease (DED) remains something of an art, not easily lending itself to a rigid, evidence-based algorithm that accommodates all patients with dry eye symptoms and signs.
- For patients who do not respond to a given level of management, or who exhibit more severe DED, may need extra management and in some cases, the previous therapy may be continued, in addition to any new therapies.
- The VISUfarma portfolio offers a variety of products to help manage different types of symptoms caused by dry eye disease and their management.

## Staged management & treatment recommendations for dry eye disease (Step 1 & Step 2)<sup>1</sup>

| Step 1                                                                                                                                                                                                                                                                                                                                                  | VISUfarma products                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Education regarding the condition, its management, treatment and prognosis</li> <li>• Modification of local environment</li> <li>• Education regarding potential dietary modifications</li> <li>• Education and potential modification/ elimination of offending systematic and topical medications</li> </ul> | Hydrofta®                                                      |
| Ocular lubricants of various types                                                                                                                                                                                                                                                                                                                      | Xailin® Fresh, Gel, Hydrate, HA, VisuXL®, VisuXL® Gel          |
| Lid hygiene and warm compresses of various types                                                                                                                                                                                                                                                                                                        | Naviblef® Dailycare, Visunet®, Meibopatch®, Xailin® Wash       |
| <b>Step 2: If above options are inadequate consider:</b>                                                                                                                                                                                                                                                                                                | <b>VISUfarma products</b>                                      |
| Non-preserved ocular lubricants to minimize preservative-induced toxicity                                                                                                                                                                                                                                                                               | Xailin Fresh®, VisuXL®, VisuXL® Gel                            |
| Tea tree oil treatment for Demodex ( if present)                                                                                                                                                                                                                                                                                                        | Naviblef® Dailycare, Naviblef® Intensive Care, Naviblef® Wipes |
| Tear conservation                                                                                                                                                                                                                                                                                                                                       |                                                                |
| Overnight treatments (such as ointment )                                                                                                                                                                                                                                                                                                                | Xailin® Night                                                  |
| In-office,physical heating and expression of the meibobian glands                                                                                                                                                                                                                                                                                       |                                                                |
| Prescription drugs                                                                                                                                                                                                                                                                                                                                      |                                                                |

1. Adapted from Dry Eye Workshop II (DEWS II) report, July 21, 2017



# PRESERVATIVE FREE OCULAR LUBRICANTS

*Dry eye syndrome*



## Xailin Range

Our comprehensive range of **Xailin**<sup>®</sup> ocular lubricants helps relieve and refresh dry eyes and suits all of the dry eye patients' needs. Using widely prescribed, trusted ingredients all products in the range are preservative-free in the eye and are presented in easy-to-use, cost saving options.

### The range includes:

- **Xailin**<sup>®</sup> **HA** (Sodium Hyaluronate 0.2%) Preservative-free in the eye 10ml bottle<sup>4</sup>
- **Xailin**<sup>®</sup> **Hydrate** (Hypromellose 0.3%) Preservative-free in the eye 10 ml bottle<sup>5</sup>
- **Xailin**<sup>®</sup> **Fresh** (Carmellose 0.5%) Preservative-free unit dose vials 30 x 0.4ml<sup>2</sup>
- **Xailin**<sup>®</sup> **Gel** (Carbomer 0.2%) Preservative-free in the eye gel 10g tube<sup>3</sup>
- **Xailin**<sup>®</sup> **Night** (Soft White Paraffin, White Mineral oil, lanolin alcohols) Preservative-free eye ointment 5g tube<sup>6</sup>
- **Xailin**<sup>®</sup> **Wash** (Sodium chloride - 0.3%) Preservative-free single dose eye wash solution 20 x 5ml<sup>7</sup>

# PRESERVATIVE FREE OCULAR LUBRICANTS

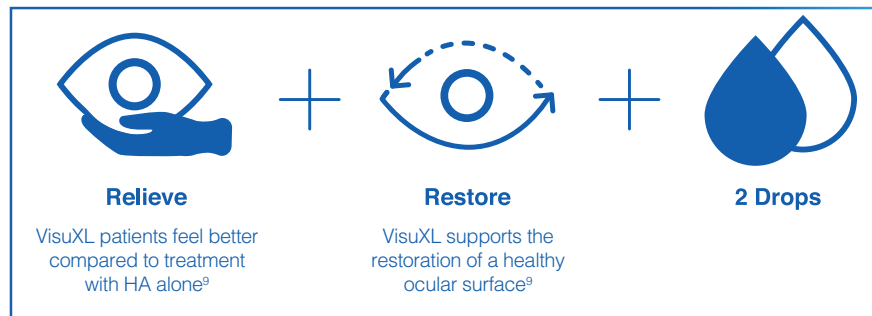
## Dry eye syndrome

### VisuXL®

*The next generation eye drop for dry eye patients*

**VisuXL®** is a lubricating and antioxidant solution without preservatives, composed of Coenzyme Q10, Vitamin E, TPGS and cross-linked hyaluronic acid salt. The cross-linked hyaluronic acid is a more stable and effective form of hyaluronic acid than the linear form of HA and gives **VisuXL®** better viscoelastic, mucomimetic and moisturizing properties and is more effective over time.<sup>8</sup>

**VisuXL®** is indicated for dry eye patients with trauma from a foreign body, alterations of ocular surface related to metabolic disorders (diabetes) or environmental stress (smog, chlorinated water, altered micro-climates, smoke, air conditioning, among others).<sup>8</sup>



# PRESERVATIVE FREE OCULAR LUBRICANTS

## Dry eye syndrome

### VisuXL® Gel

*The next generation eye drop for dry eye patients who require a more intensive treatment*

VisuXL® Gel is a **smart gel**<sup>11-14</sup>, transforming from a drop in the bottle to a gel in the eye. It is based on a unique combination of ingredients including Coenzyme Q10 (CoQ10), Cross-linked sodium carboxymethylcellulose (Cross-linked CMC) and Poloxamer 407.<sup>10</sup>

VisuXL® Gel is recommended for dry eye patients who require a more intensive treatment. Those with alterations in the continuity of the corneal and conjunctival surfaces after refractive corneal surgery and corneal transplant, alterations of ocular surface related to metabolic disorders (diabetes) or/and with prolonged exposure to computers, television and monitors in general. It is preservative free, contact lens friendly and is available in 10ml or 5ml comfort grip bottle which last 6 months.<sup>10</sup>



### First smart gel<sup>11-14</sup>

It transforms from liquid into a gel when it comes in contact with the ocular surface, thanks to Poloxamer 407, a thermogelling agent.<sup>11-13</sup> With VisuXL® Gel patients would experience all the benefits of traditional gels but in the convenience of a drop.



### Day and night use<sup>10</sup>

Carboxymethyl Cellulose (CMC) has been cross-linked to form a hydrogel which increases lubrication and prolongs residence time.<sup>14</sup> VisuXL® Gel provides day and night protection with just 2 drops.<sup>10,15\*</sup>



### Long-lasting protection<sup>10,15\*</sup>

The Coenzyme Q10 (CoQ10) helps to repair damaged cells promoting a healthy ocular surface.<sup>15\*,16\*,17,18\*</sup>  
The cross-linked CMC captures the CoQ10 molecules and the increased residence time provides lasting protection.<sup>10,15\*</sup>

\*Based on animal model



# PRESERVATIVE FREE OCULAR LUBRICANTS

## Dry eye syndrome

### VisuEVO®

*The first multitasking eye drop for patients suffering from Evaporative Dry Eye.*

VisuEVO® is an innovative preservative free formulation containing **omega-3 essential fatty acids, Vitamin A, Vitamin D and ultra-filtered phospholipids**.<sup>19</sup>

Due to the presence of phospholipids, omega-3 and Vitamin D, **VisuEVO®** restores the tear quality and reduces excessive evaporation of the tear film, which is caused by inflammatory conditions on the surface of the eye.<sup>19</sup>

Vitamin A and phospholipids are natural constituents of the tear film, and their antioxidant action prevents damage caused by reactive oxygen species and facilitates homeostasis and the retention of the tear film.<sup>19</sup> Vitamin A and phospholipids control the evaporation of the tear film.<sup>19</sup>

VisuEVO® is indicated for all patients suffering from evaporative dry eye, as pre-treatment for eye surgery, for forms of dry eye caused by a reduced secretion of lipids from the Meibomian glands, for cases of dry eye caused by a mucin deficiency.<sup>19</sup>

VisuEVO® is contact lens friendly.<sup>19</sup>

VisuEVO® comes in a bottle of 10 ml and 5 ml, preservative free in Novelia System®.<sup>19</sup>



**Reduces**  
excessive evaporation  
of the tear film<sup>19</sup>

Thanks to the presence of phospholipids, omega-3 and Vitamin D, VisuEVO® reduces excessive evaporation of the tear film, caused by inflammatory conditions on the surface of the eye.<sup>19</sup>

**Protects**  
from inflammatory  
conditions<sup>19</sup>

Omega-3, Vitamin D and phospholipids improve the osmolarity of the tear film, protecting it from inflammatory conditions caused by excessive evaporation.<sup>19</sup>

**Restores**  
the tear quality<sup>19</sup>

Vitamin A and phospholipids facilitate homeostasis and the retention of the tear film, as well as the control of its evaporation.<sup>19</sup>

# COMPLEMENTARY THERAPY

## Glaucoma disease

**Glaucoma**, a leading cause of blindness in the world, it is a progressive optic neuropathy often associated with increased intraocular pressure and characterized by progressive death of retinal ganglion cells (RGCs).<sup>20</sup> The European Glaucoma Society recognizes neuroprotection as an adjuvant treatment option in glaucoma<sup>20</sup> and there is evidence that coenzyme Q10 has a potential retinal neuroprotective action.<sup>20,23-25</sup> Topical CoQ10 has proved to be an effective therapy preventing RGC apoptosis and losing glaucoma-related models.<sup>24\*</sup> This is due to its anti-apoptotic, antioxidant and bioenergetic properties.<sup>22, 26</sup>

### COQUN®

#### Complementary treatment to antihypertensive glaucoma therapy

**COQUN®** eye drops contain CoQ10 and are specially formulated for patients with glaucoma. It is a complementary treatment to antihypertensive glaucoma therapy due to its capacity of counteracting the oxidative damages strictly related to this pathology.<sup>26</sup> It has been demonstrated that **COQUN®** can help improve retinal function.<sup>28</sup> **COQUN®** eye drops are preservative free, hypoallergenic, contact lens friendly and well tolerated.<sup>27</sup>



Protect the retinal ganglion cells<sup>22, 23, 29</sup>



Energise retinal function<sup>28</sup>



Compatible with antihypertensive glaucoma therapy<sup>27</sup>



**COQUN® should never replace medically supervised glaucoma medication**

# FOOD SUPPLEMENTS

## Retinal health

### VISUCOMPLEX™ Plus MAQUIBRIGHT®

*A step forward in retinal protection*

VISUCOMPLEX™ Plus MAQUIBRIGHT® is a food supplement containing specific antioxidant, vitamin and mineral components that helps maintain vision by protecting retinal cells from oxidative stress induced by both UV light and the physiological processes of ageing.<sup>35</sup>

VISUCOMPLEX™ Plus MAQUIBRIGHT® contains the innovative patented substance MAQUIBRIGHT® derived from the Maqui Berry plant (*Aristotelia chilensis*). MAQUIBRIGHT® is a rich source of polyphenols with an effective antioxidant action compared to other commercially available berry extracts.<sup>36</sup>

It also contains:

- **Alpha-lipoic acid:** provided in an innovative MATRIS RETARD controlled released format which allows quick and uniform spread of the active substances in the gastrointestinal tract.<sup>37</sup>
- **Copper:** contributes to the protection of cells from oxidative stress.
- **Zinc:** contributes to the maintenance of normal vision.
- **Vitamin E:** is an antioxidant which also has the property of maintenance of normal vision by protection of the lens of the eye.



30 Kapseln - 30 cápsulas

VISUCOMPLEX™ Plus  
MAQUIBRIGHT®

VISUfarma

Gluten and lactose free



**PROTECT**  
Retinal cells against  
oxidative stress



**MAINTAIN**  
Normal Vision



**EASY TO USE**  
1 caps per day



# FOOD SUPPLEMENTS

## Retinal ganglion cells protection

### COQUN® OS

*A food supplement with CoQ10*

**COQUN® OS** is a food supplement based on Coenzyme Q10 Miniactives®, an innovative and patented modified and controlled release technology which allows the transport of Coenzyme Q10, favoring its absorption. **COQUN® OS** is indicated for subjects with increased endocular or normotensive pressure characterized by high oxidative stress at the level of retinal ganglion cells.<sup>30</sup> CoQ10 declines with age throughout the body<sup>22</sup>, therefore patients can benefit from the systemic absorption of CoQ10 from **COQUN® OS**.<sup>31,32</sup>



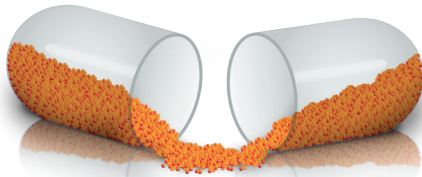
Specifically designed to enhance absorption of CoQ10<sup>30,31,33</sup>



Patient friendly<sup>33,34</sup>



Well-tolerated<sup>31</sup>



# FOOD SUPPLEMENTS

## Retinal protection

The role of nutrition to support a healthy retina and overall eye health is well established. **VISUfarma** offers a comprehensive range of food supplements to help maintain ocular health.



**VISUfarma in Italy has a broader portfolio of products for the following therapeutic categories:**

- Glaucoma
- Antinflammatory (NSAID and SAID) and their combinations
- Antiallergic and decongestant
- Antifective

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\* Based on animal model

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For more information about our products,  
please visit [www.VISUfarma.com](http://www.VISUfarma.com)

For any international distribution request,  
please contact [international@visufarma.com](mailto:international@visufarma.com)

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