



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



## Product Overview

Tomorrow's Innovation, Today



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VISU<sup>o</sup>farma  
the eye health company



## About Us

### Tomorrow's Innovation, Today

VISUfarma is a pan-European ophthalmic specialty pharmaceutical company with a clear mission: to bring global innovation to European eye health.

We are an ambitious and fast growing ophthalmology company, commercialising a wide portfolio of products and devices across Europe.

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



VisuXL®

VisuXL<sup>®</sup>  
*gel*

VisuEVO®



Xailin®



MeiboPatch®



navibler®

COQUN<sup>®</sup>os

**VISUfarma**  
the eye health company



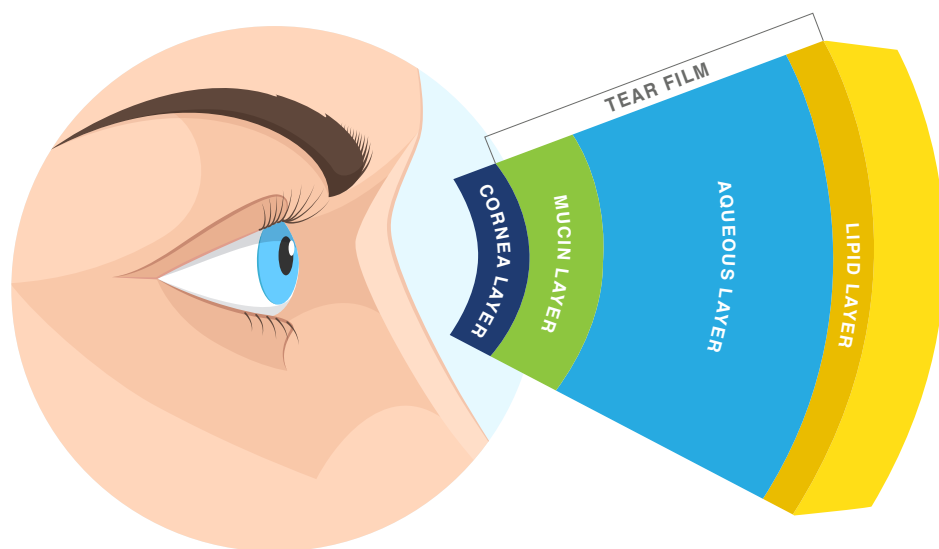
# Eye Health & Conditions

“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.”

TFOS DEWS II global dry eye definition (2017)

## Diagnosing Dry Eye

3 layers of the tear film



## Lipid layer

### Functions of the lipid layer:<sup>1</sup>

- Provides a smooth optical surface for the cornea.
- Stabilises the tear film.
- Prevents evaporation.
- Allows spreading of the tear film.
- Protects against contamination.

## Aqueous layer

### Functions of the aqueous layer:<sup>2</sup>

- Forms the bulk of the tear volume.
- Provides oxygen and nutrients to the underlying avascular corneal tissue.
- Flushes away epithelial debris, toxins and foreign bodies.
- Responsible for hydration, nutrition and defence of the ocular surface.

## Mucin layer

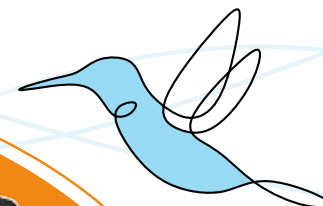
### Function of the mucin layer:<sup>3</sup>

- Binds the aqueous layer of the tear film to the epithelium.
- Provides a stable ocular surface.
- Provides protective functions such as lubrication, barrier formation and hydration.

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Say goodbye  
to dry eye with  
*dry eye and me*



Visit **[dryeyeandme.co.uk](http://dryeyeandme.co.uk)** for more support  
managing your dry eye condition







# Treatment

The VISUfamily Treatment Plan

Dry Eye

MGD & Blepharitis

Food Supplements



# The VISUFAMILY Treatment Plan

**3 step treatment plan** for your patients' dry eye and Meibomian Gland Dysfunction (MGD)

**1**  
Heat

**Use a warm eye compress to unblock the meibomian glands.**

MeiboPatch®: Warming relief for your eyes. Not too hot, not too cold... just right thanks to the unique temperature test strip,<sup>1</sup> providing patient safety.



**2**  
Cleanse & Massage

**Cleanse the eyelids using Naviblef®.**

Gently massage your eyes to help remove the secretions which have been liquified by MeiboPatch®. To remove ocular secretions and debris from eyelashes and eyelids, add Naviblef Intensive Care<sup>2</sup> and for daily eyelid hygiene add Naviblef Daily Care.<sup>3</sup>

**Use a lubricating eye drop from the VISUfamily range.**

**3**  
Use Drops



## Evaporative Dry Eye:



The first innovative multitasking eye drop for the relief of evaporative dry eye.<sup>10</sup> Don't let their gaze evaporate.

## Aqueous Deficient Dry Eye:



VisuXL® Gel provides comfort in a bottle. This is an advanced lubricating eye drop for your patients wanting to use less drops per day, providing 12 hour protection with just one drop,<sup>4,5†</sup> for day and night use.<sup>4</sup>



VisuXL® is more effective than HA alone,<sup>6</sup> providing lasting lubrication<sup>7,8,9†</sup> with the additional benefit of ocular surface healing for patients who have damage caused by persistent dry eye disease.<sup>6,7,8</sup>

**Or use a lubricant of your choice.**



**Also available...**

CoQun® OS, Food supplement with Coenzyme Q10 (CoQ10)<sup>11</sup>



† In an animal model.



# Dry Eye

VisuXL®

VisuXL® Gel

VisuEVO®

Xailin®



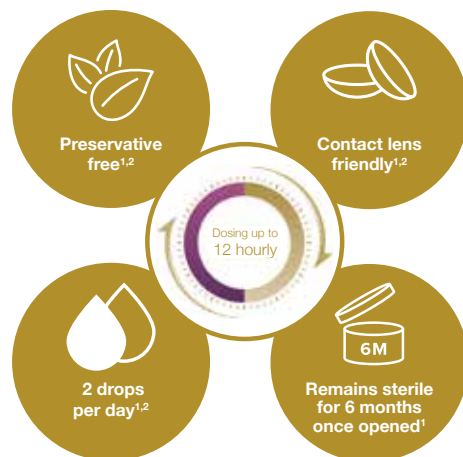
## The next generation in dry eye treatment

# VisuXL®

There are hundreds of  
eyedrops on the market...  
But none like VisuXL®.

More effective than HA  
alone,<sup>3</sup> lasting lubrication,<sup>1,2,4†</sup>  
and with the additional benefit  
of ocular surface healing for  
damage caused by persistent  
dry eye disease.<sup>1-3,5</sup>

Containing CoQ10 and cross-linked HA.<sup>1,2</sup>



## Benefits of VisuXL®

- ✓ A natural antioxidant & free radical scavenger<sup>5,6</sup>
- ✓ Reduces apoptosis<sup>7†</sup>
- ✓ CoQ10 supports a healthy ocular surface<sup>3</sup>
- ✓ 3x longer retention time compared to Linear HA<sup>4,†</sup>
- ✓ Allows dosing from 2 drops per day<sup>1,2</sup>
- ✓ Less expensive compared to other leading brands<sup>8</sup>
- ✓ Each bottle lasts 2 months when used as per the recommended daily dosage<sup>1</sup>
- ✓ Can be used for 6 months once opened<sup>1</sup>
- ✓ Repairs and prevent damage to the ocular surface<sup>3</sup>



## The next generation in dry eye treatment

### Relieve



Patients report improvement in symptoms such as sore, gritty eyes and discomfort reading and prolonging screen time while using VisuXL® compared to linear HAs.<sup>3</sup>

### Restore



Relieving dry eye symptoms is only half the story. VisuXL® supports a 4 fold reduction in dry eye disease related corneal damage.<sup>3</sup>

### 2 Drops



Patients' eyes feel comfortable for longer. 3x longer retention time compared to Linear HA<sup>4†</sup>

† In an animal model.

## Transforming the treatment of dry eye

VisuXL<sup>®</sup> gel

VisuXL<sup>®</sup> Gel is the **first** smart gel,<sup>2-4</sup> providing the benefits of a gel in the convenience of a drop.

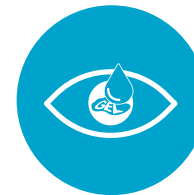
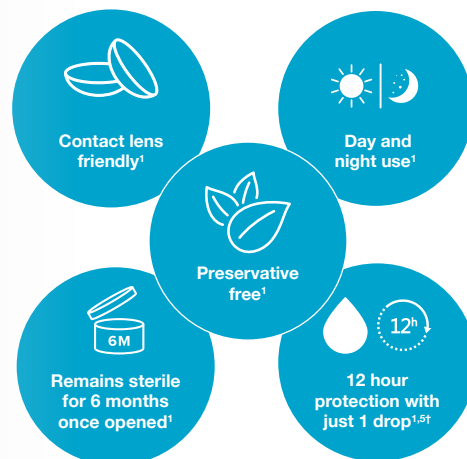
The advanced lubricating dry eye treatment providing 12 hour protection<sup>1,5†</sup> with just 1 drop, for day and night use<sup>1</sup>.

Containing CoQ10 and cross-linked CMC.<sup>1</sup>



### Benefits of VisuXL<sup>®</sup> Gel

- ✓ First smart gel<sup>2-4</sup>
- ✓ Non Irritant and non-sensitising<sup>1†</sup>
- ✓ 2 drops per day<sup>1</sup>
- ✓ Day and night use<sup>1</sup>
- ✓ Each bottle lasts 2 months when used as per the recommended daily dosage<sup>1</sup>
- ✓ Can be used for 6 months once opened<sup>1</sup>
- ✓ Forms a protective cushion on the ocular surface<sup>1</sup>
- ✓ Provides the benefits of a gel in the convenience of a drop



#### First smart gel<sup>2-4</sup>

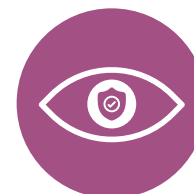
VisuXL<sup>®</sup> Gel transforms from a liquid into a gel when the drop comes into contact with the ocular surface, due to Poloxamer 407, a thermo-gelling agent.<sup>2-4</sup>



#### Day and night use<sup>1</sup>

The Carboxymethylcellulose (CMC) in VisuXL<sup>®</sup> Gel has been cross linked to form a hydrogel which increases lubrication and prolongs residence time.<sup>6</sup>

VisuXL<sup>®</sup> Gel forms a protective cushion on the ocular surface giving patients the benefit of day and night protection with just 2 drops.<sup>1,5†</sup>



#### Long-lasting protection<sup>1,5†</sup>

VisuXL<sup>®</sup> Gel contains Coenzyme Q10 (CoQ10) which has a protective effect on the ocular surface due to its natural antioxidant properties.<sup>5†,7,8</sup>

The cross-linked CMC captures the CoQ10 molecule and the increased residence time provides lasting protection. Protection that promotes a healthy ocular surface.<sup>5†,9†,10</sup>

† In an animal model.



## Don't let their gaze evaporate

VisuEVO®

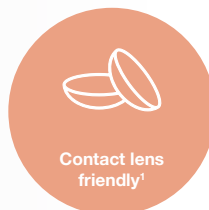
VisuEVO® is a multitasking solution, an innovative preservative free formulation with natural components.<sup>1</sup>

The first multitasking dry eye drop for long-lasting relief of evaporative dry eye.<sup>1</sup> Omega-3 Fatty Acids, Phospholipids, Vitamin A and Vitamin D.<sup>1</sup>



### Benefits of VisuEVO®

- ✓ The first multitasking eye drop
- ✓ Provides immediate, long-lasting relief<sup>1</sup>
- ✓ Restores the tear quality<sup>1</sup>
- ✓ Reduces excessive evaporation of the tear film<sup>1</sup>
- ✓ Helps treat the cause and not just the symptoms
- ✓ Protects from a wide range of dry eye conditions<sup>1</sup>
- ✓ Less expensive than other leading brands<sup>3</sup>
- ✓ Less drops per day, meaning greater adherence<sup>1</sup>
- ✓ Natural ingredients<sup>1</sup>
- ✓ Improves inflammatory markers<sup>4</sup>



### Reduces

VisuEVO® reduces excessive evaporation of the tear film.<sup>1</sup> Omega-3 fatty acids are associated with a decrease in the rate of tear evaporation and an increase in tear secretion.<sup>2</sup>

### Protects

VisuEVO® protects from a wide range of dry eye conditions.<sup>1</sup> Omega-3, vitamin D and phospholipids improve the osmolarity of the tear film, protecting it from inflammatory conditions caused by excessive evaporation.<sup>1</sup>

### Restores

VisuEVO® restores the tear quality.<sup>1</sup> Vitamin A and phospholipids are natural constituents of the tear film.<sup>1</sup> Vitamin A and phospholipids facilitate homeostasis and the retention of the tear film, as well as the control of its evaporation.<sup>1</sup>

## A comprehensive range of lubricants

# Xailin®

Relieve and refresh dry eyes with the Xailin® ocular range which are preservative-free in the eye.<sup>1-6</sup>



Xailin® provides ONE comprehensive lubricant range to suit your dry eye patients needs.

A variety of delivery mechanisms, for day and night relief.<sup>1-6</sup>

A well known and widely used brand that's preservative free in the eye.<sup>1-6</sup>



## The heritage Xailin® Eye Health Range



### Xailin® HA

(Sodium Hyaluronate 0.2%)

**Lubricating eye drop alleviating symptoms of moderate to severe dry eye sensations.<sup>1</sup>**

- ⚙ Multi-dose 10ml bottle
- 🌿 Preservative free in the eye
- 👁 Contact lens friendly
- 💧 Large refreshing drop



### Xailin® Hydrate

(Hypromellose 0.3%)

**Multi-dose eye drop for immediate relief of dry eye sensations.<sup>2</sup>**

- ⚙ Multi-dose 10ml bottle
- 🌿 Preservative free in the eye
- 👁 Contact lens friendly
- 💧 Soothing drop



### Xailin® Fresh

(Carmellose 0.5%)

**Convenient single dose vials providing soothing drops for relief from red, sore, dry and gritty sensations.<sup>3</sup>**

Can be used as a contact hydrating solution

- 👁 Convenient single use vials
- 🌿 Preservative free
- 👁 Contact lens friendly
- 💧 Soothing drop





### Xailin® Gel

(Carbomer 0.2%)

**Multi-dose eye gel for long-lasting relief of dry eye sensations.<sup>4</sup>**

- ⚙ Multi-dose 10g tube
- 🌿 Preservative free in the eye
- 👁 Contact lens friendly\*
- 💧 Gel in a drop

\* It is recommended that contact lenses are removed prior to use.



### Xailin® Night

(Soft White Paraffin, White Mineral oil, lanolin alcohols)

**The most widely used lubricating eye ointment.<sup>7</sup>  
Night-time relief for dry eye sensations.<sup>5</sup>**

- ⚙ Multi-dose 5g tube
- 🌿 Preservative free
- 👁 Soothing night-time ointment



### Xailin® Wash

(Sodium Chloride 0.3%)

**Treatment of superficial irritation - ocular cleansing solution.<sup>6</sup>**

Adjunct treatment for ocular infections, allergies or inflammatory conditions.<sup>6</sup>

- 💧 Convenient easy to use vials
- 🌿 Preservative free
- 👁 Contact lens friendly
- 💧 Assists in eye hydration

# Xailin®



An enhanced offering for  
your dry eye patients

Xailin®

# CROSS OUT DRY EYE

One Range | Simplicity | Widely Recognised Brand



Preservative  
FREE<sup>1-3</sup>



Phosphate  
FREE<sup>1-3</sup>



Contact Lens  
Friendly<sup>1-3</sup>

The Xailin® range provides the same HA benefits with significant savings.<sup>4</sup>



Active ingredient  
**Hyaluronic  
Acid**

The Xailin® eye health line. Preservative & phosphate free formulation, contact lens friendly.<sup>1-3</sup>

MILD

MODERATE

SEVERE







# MGD & Blepharitis

MeiboPatch®

Naviblef®

Not too hot, not too cold... just right

**MeiboPatch®**  
*Warming relief for your eyes*

Introducing MeiboPatch®,  
warming relief for your eyes.

MGD is a common condition that affects 2 out of 3 people with dry eyes.<sup>1,2</sup>

When you see a patient with dry eyes, consider MGD.



- ✓ MeiboPatch® improves meibomian gland function<sup>3</sup>
- ✓ Gets to the **right** temperature in 40 seconds<sup>4</sup>
- ✓ Maintains the **right** temperature over time<sup>4</sup>
- ✓ Hypoallergenic and easy to use<sup>4</sup>
- ✓ Reusable eye compress<sup>4</sup>
- ✓ Significantly improves dryness scores and tear break up time<sup>5</sup>
- ✓ Unique temperature testing strip to reach the optimal temperature and improve patient safety<sup>4</sup>





## The power of tea tree oil

naviblef®

Naviblef® is an ocular cleansing range with the power of tea tree oil.<sup>1,2</sup>



Naviblef® can be used to remove secretions from the eyelids and eyelashes caused by the following conditions<sup>1,2</sup>:

- ✓ Blepharitis
- ✓ Blepharoconjunctivitis
- ✓ Inflammation of the eyelids
- ✓ Dry, scratched and irritated eyes
- ✓ Demodex infestation

Naviblef® products contain tea tree oil (TTO) that has antiseptic properties that can help reduce the risk of infections caused by bacteria and Demodex present on eyelids and eyelashes<sup>1,2</sup>. Demodex infestation is an overlooked cause of ocular inflammation which could be the root of your tougher blepharitis cases.<sup>3</sup>

### Naviblef® Intensive Care<sup>1</sup>

Contains d-pantenol, aloe vera, taurine, tea tree oil, camomile and aroma camomile

- ✓ The stronger of the two foam treatments, Naviblef® Intensive Care is indicated for hygiene and mechanical removal of severe ocular secretions and debris from eyelashes and eyelids
- ✓ Can help reduce the risk of infections caused by bacteria and Demodex present on eyelids and eyelashes



### Naviblef® Daily Care<sup>2</sup>

Contains tea tree oil, camomile oil, d-panthenol, allantoin and taurine

- ✓ Naviblef® Daily Care is recommended as maintenance care for patients that have followed the blepharitis treatment with Naviblef® Intensive Care
- ✓ Aids the elimination of ocular secretions and other debris from eyelids and eyelashes which increase the risk of irritation and blepharitis due to Demodex/ bacterial infestations or dry eye symptoms





# Food Supplements

CoQun OS®



## Food supplement with Coenzyme Q10 (CoQ10)

COQUN® OS

Specifically  
designed to  
enhance absorption  
of CoQ10<sup>1</sup>



Coenzyme Q10 (CoQ10) is a powerful antioxidant and immune modulating agent that has anti-inflammatory properties<sup>2</sup>

CoQ10 declines with age throughout the body,<sup>3</sup> therefore patients can benefit from the systemic absorption of CoQ10 from COQUN® OS



2 capsules  
a day<sup>1</sup>



60 vegetable  
capsules<sup>1</sup>



1 month  
supply<sup>1</sup>



Gluten free<sup>1</sup>

## Key Facts

- ✓ CoQ10 is found in every cell of our body where it fulfills two essential functions:

**Energy:** provides the cells with energy which they need to function correctly, and survive.<sup>4</sup>

**Protection:** CoQ10 is also an antioxidant and helps cells cope with stress.<sup>5,6†</sup>

- ✓ The cells in the retina of the eye requires more energy than any other cell in the body.<sup>7</sup>

- ✓ Coenzyme Q10 (CoQ10) is a naturally occurring antioxidant that is essential for the proper functioning of the mitochondria, the cellular units responsible for production of energy.<sup>1</sup>

- ✓ COQUN® OS is a unique CoQ10 food supplement because it has MINIACTIVES®, an innovated patented technology which offer a timed release formulation to enhance the absorption of CoQ10 in your system for maximum effect.<sup>1,8,9</sup>



Energy



Protection



Specifically  
designed



Well-  
tolerated



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3. Xailin® Fresh Instructions for Use (IFU)
4. Xailin® Gel Instructions for Use (IFU)
5. Xailin® Night Instructions for Use (IFU)
6. Xailin® Wash Instructions for Use (IFU)
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† In an animal model.



[dryeyeandme.co.uk](http://dryeyeandme.co.uk)



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**VISUfarma**  
the eye health company