



AN ALPHAEON® COMPANY

A Doctor's Guide

NOT TO BE HANDED TO PATIENTS

60-Day Dry Eye Omega Benefits® Nutritional Program

There is good news for the 70 million North Americans who experience occasional dry eye symptoms. Our omega-3 product is a nutritional supplement and offers a natural way to help your patients achieve long-term symptomatic relief. In a recent study, seventy percent of patients using Dry Eye Omega Benefits® that had occasional symptoms of dry eye were asymptomatic after 60 days.*

Based on this research, PRN now offers a 60-day bottle of Dry Eye Omega Benefits®. **Available exclusively through Optometrists.**

Dr. S. Gregory Smith, MD, an attending surgeon at the prestigious Wills Eye Institute, showed that positive outcomes for occasional dry eye symptoms were shown after 60 days when patients used the recommended 4 soft-gel-a-day serving. His study revealed that in patients with occasional symptoms of dry eye:

70%

Seventy percent of patients with Dry Eye symptoms became completely asymptomatic.

100%

One hundred percent of patients noted a decrease in their main complaint.



Improvement in Tear Breakup Time was statistically significant.



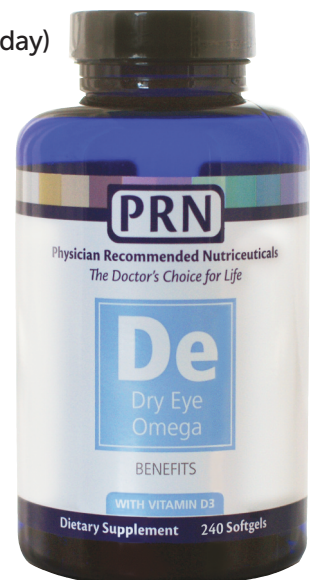
All patients with Corneal staining at baseline significantly improved.

Exclusive Offer to Optometrists

PRN Dry Eye Omega Benefits® is custom-formulated based on clinical research from top physicians. Our product is produced in a purified triglyceride form, which research has shown to provide superior absorption over typical over-the-counter omega-3s which are produced in the ethyl ester form.* Our product offers an effective way to address occasional dry eye symptoms systemically rather than topically.

The 240-count (60 day) Dry Eye bottle is available wholesale exclusively to Optometrists and is not available at retail.

Contact PRN for more information.



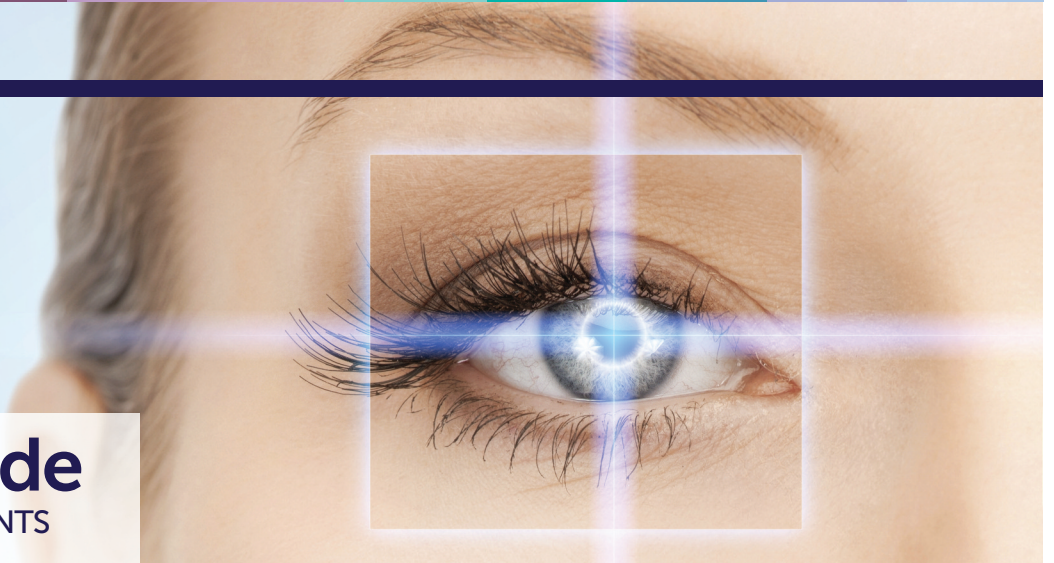
*S.G. Smith, Investigational Study, 3:1rT Omega-3(1690mgEPA/560DHA) abstract ASCRS2013. The relationship between dietary n-3 and n-6 fatty acids and clinically diagnosed dry eye syndrome in women. Am J Clin Nutr. 2005 October; 82(4): 887-893



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The Follow-up Appointment

You are now recommending the 60-Day Dry Eye Omega Benefits® 240 count bottle to your patients and providing targeted nutrition for occasional dry eye symptoms.



How Do You Provide Long-Term, Ongoing Relief?

The 60-Day Dry Eye Omega Benefits Nutritional Program is meant to be long term, ongoing program for your patients. In order to achieve optimal results, it is essential that the patient continues taking Dry Eye Omega Benefits after their initial 60 day bottle runs out.

We recommend scheduling a follow-up appointment after the initial 60 days to evaluate symptoms, communicate to the patient the progress they have made and reinforce that adhering to this long-term nutritional program is necessary to help achieve their desired results.

Here's What We Suggest

The Initial Appointment – Day 1

- Examination and evaluation
- Recommend a bottle of the 60-day Dry Eye Omega Benefits® 240 count bottle to your patients with occasional dry eye symptoms.
- Schedule a follow-up appointment immediately after the initial 60 days to evaluate their symptoms and progress

The Follow-up Appointment – Day 61

- Examination and evaluation of progress
- Note improvement in their occasional dry eye symptoms
- Reinforce an ongoing program by scheduling a third follow-up appointment four or six months later
- Recommend two or three bottles of the 60-day Dry Eye Omega Benefits® 240 count bottle that will last the patient until their next scheduled visit
- Many doctors will provide a discount to patients for purchasing multiple bottles

For more information, email wholesale@prnomegahealth.com



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