

So... you've been experiencing **grittiness**, **burning** and **stinging in your eyes**. Sometimes your eyes are **red, watery** and you have episodes of **blurred vision**...^{1,2}

You start to notice how frequently you've been using **eye drops** to lessen the symptoms, and you decide it's time to speak with your **eye doctor** about it.^{2,3}

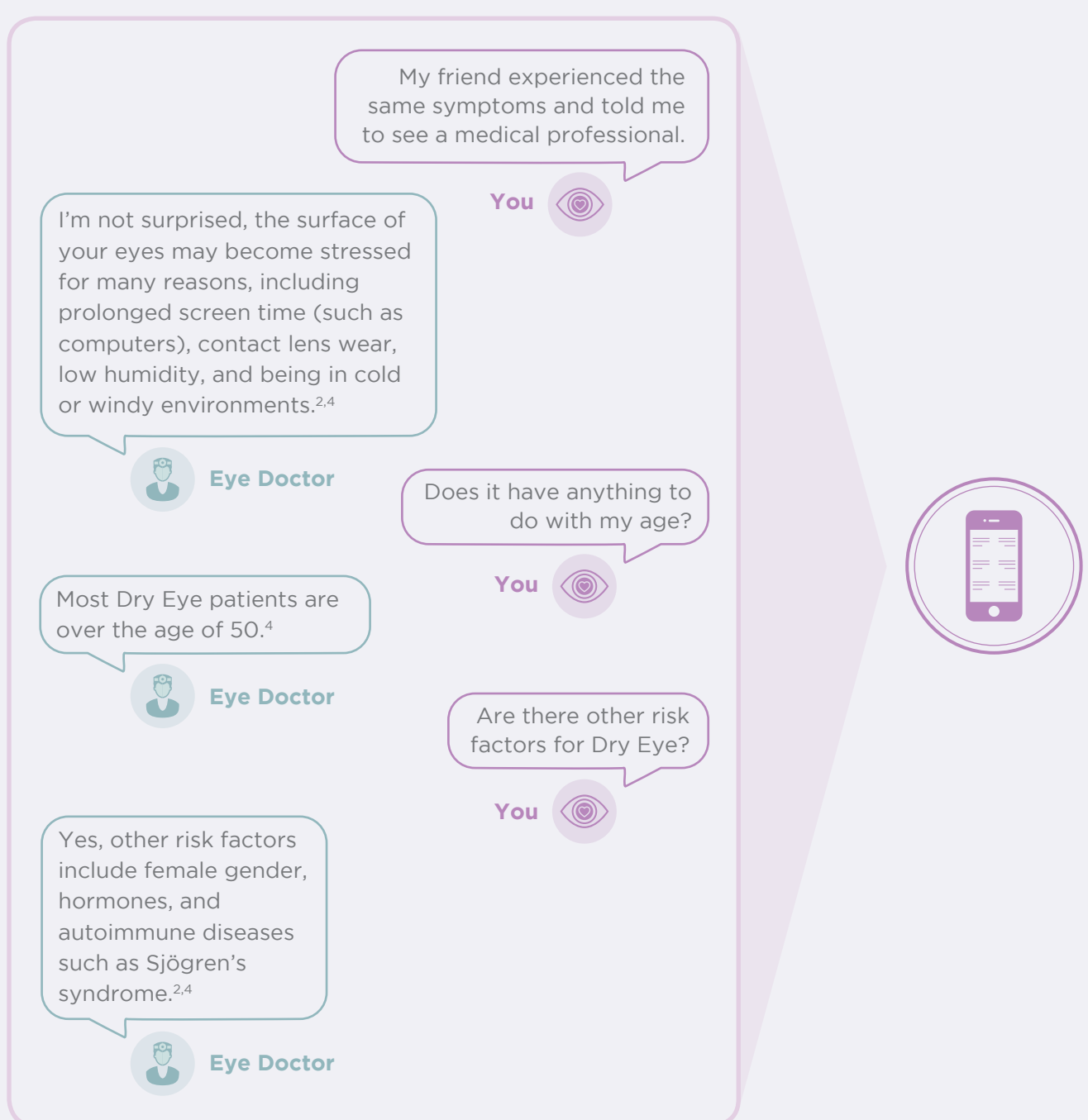


After a quick online search, you find an **eye doctor** who uses standard tests to determine why you're experiencing these bothersome disruptive symptoms.

After chatting with your eye doctor, she confirms that you are **one** of the nearly **30 million** adults in the U.S. who **report symptoms consistent with Dry Eye Disease**.^{4,5,6,7*} That's more than the populations of New York and New Jersey combined.⁶



After your eye doctor confirms you have **Dry Eye Disease**, or **Dry Eye**, as it's more commonly called, you panic—until she tells you that it's a **common** condition. However, **Dry Eye** can lead to **eye discomfort**, **episodic visual disturbance**, and can result in **damage to the ocular surface**.^{1,2} Your eye doctor also adds that **inflammation of the eye surface** is a **factor in Dry Eye**.^{3,4}



Your eye doctor asks if you knew that **Dry Eye is an often—chronic condition** that affects the eyes.⁸ You tell her you didn't and she's not surprised.



“Well I'm glad you came to see me when you did,” she says after discussing your **Dry Eye symptoms** and how they've been affecting you.

Inadequate tear quantity or tear quality can lead to **inflammation** of the eye's surface, which can initiate a **reoccurring cycle of dry eye** signs and symptoms.^{3,4}



As **Dry Eye Disease** can **worsen** over time,^{2,9,10} it's important to talk to your eye doctor to **seek help** if you are experiencing its typical symptoms^{2,11} as there are tests that can determine if you have Dry Eye.

If you often experience symptoms including watery eyes, stinging, burning, irritation, itchiness, grittiness, redness, occasional blurry vision or feeling like you have something in your eyes, you might be one of the nearly 30 million American adults who have symptoms consistent with Dry Eye. Find out more at www.myeeyelove.com.

*Based on a dry eye prevalence of 14.5% from the 2014 BOSS (Beaver Dam Offspring Study) of self-reported symptoms and the 2014 US Census estimate of adults aged 25-84.

¹ National Eye Institute. Facts about dry eye. <https://www.nei.nih.gov/health/dryeye/dryeye>. Accessed January 11, 2016.

² American Academy of Ophthalmology. Dry eye syndrome preferred practice pattern—2013. <http://www.aao.org/preferred-practice-pattern/dry-eye-syndrome-ppp--2013>. Accessed August 12, 2015.

³ Stern ME, Pflugfelder SC. Dry eye: an immune-based inflammation. In: Dartt DA, Bex P, D'Amore P, Dana R, McLoon LK, Niederkorn JY, eds. *Ocular Periphery and Disorders*. San Diego, CA: Academic Press; 2010:381-389.

⁴ DEWS Research Subcommittee. Research in dry eye: report of the Research Subcommittee of the International Dry Eye WorkShop (2007). *Ocul Surf*. 2007;5(2):179-193.

⁵ Paulsen AJ, Cruickshanks KJ, Fischer ME, et al. Dry eye in the Beaver Dam Offspring Study: prevalence, risk factors, and health-related quality of life. *Am J Ophthalmol*. 2014;157(4):799-806.

⁶ US Census Data. Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties, and Puerto Rico Commonwealth and Municipalities: April 1, 2010 to July 1, 2014. 2014 population estimates. <http://factfinder.census.gov/bkmk/table/1.0/en/PEP/2014/PEPAGESEX>. Accessed January 6, 2016.

⁷ Schaumberg DA, Dana R, Buring JE, Sullivan DA. Prevalence of Dry Eye Disease Among US Men. *Arch Ophthalmol* 2009; 127(6):763-768.

⁸ Stern ME, Schaumberg CS, Pflugfelder SC. Dry eye as a mucosal autoimmune disease. *Int Rev Immunol*. 2013;32(1):19-41.

⁹ Lienert JP, Tarko L, Uchino M, Christen WG, Schaumberg DA. Long-term natural history of dry eye disease from the patient's perspective. *Ophthalmology*. 2016 Feb; 123(2): 425-33.

¹⁰ Stern, M. (2004). The role of the lacrimal functional unit in the pathophysiology of dry eye. *Experimental Eye Research*, 78, 409-416.

¹¹ Pflugfelder SC. Tear dysfunction and the cornea: LXVII Edward Jackson Memorial Lecture. *Am J Ophthalmol*. 2011;152(6):900-909.e1.