



Clinitas

NEWS RELEASE

Clinitas Soothe® delivers an answer to dry, irritable eyes



UK launch in Boots stores from November 2009

Anyone who suffers from dry, irritable eyes – including contact lens wearers – can enjoy long-lasting relief with Clinitas Soothe®, an exciting new eye drop treatment that is now available in Boots.

Designed to relieve the soreness of dry eyes, Clinitas Soothe® is already being adopted by leading eye care professionals and hospitals to bring comfort from dry eye symptoms. It is a natural, preservative-free eye drop available in sterile, single-use containers that are safe, convenient and easy to use.

Clinitas Soothe® can be used as little or as often as needed depending on the frequency and intensity of the irritation or soreness. The clever packaging allows this flexibility making it an ideal choice for people with busy, active lives and eliminates product waste.

Unlike other dry eye treatments, Clinitas Soothe® has the UK's highest concentration of a natural lubricant. Its unique formulation is dual acting, increasing and stabilising the tear film that coats, nourishes and protects the eye, enabling users to see, feel and enjoy a real difference.

Dry eye is a common condition that is at best annoying, at worst debilitating. Symptoms can include pain, gritty or burning sensations, blurred, watery or runny eyes or contact lens intolerance and persistent soreness and irritation. It can be caused by anything that affects the normal production or make up of tears and is aggravated by many factors. Typically these are age and health-related but dry eye is increasingly associated with modern lifestyles.

Common dry eye triggers include:

Lifestyle

- Computer use, TV viewing, driving and reading, activities with a low-blink rate
- Air quality factors like pollution, air travel and air-conditioning
- 24/7 lifestyles, late nights and early starts
- Outdoor sports such as cycling, long-distance running and high-altitude pursuits.



Age

- It affects both sexes but particularly women at or after the menopause.

Medical

- Post-lasik eye surgery
- Sensitivities to preservatives and some medications
- Contact lens use
- Medical conditions such as rheumatoid arthritis, diabetes and Parkinson's disease.

Clinitas Soothe[®] is available in larger Boots stores throughout the UK, with an RRP of £6.49 for 20 x 0.5ml doses. It is also available to buy from good high street pharmacies, from selected opticians and, as Clinitas[®], on prescription.

Clinitas Soothe[®] is also available to order online. To register for a free sample and see the difference for yourself go to www.clinitas.info

Notes to editors

An estimated three million people in the UK suffer from dry eye in varying degrees of severity and it is becoming increasingly prevalent. Studies estimate that it affects 7.5% of people in their 50s; 15% of people in their 70s; and 50% more women than men. Approximately three million people in the UK wear contact lenses, making them particularly susceptible to dry eye. About 28% of these users drop out of contact lens wear in the first two years of use and 75% of these cite discomfort as the main reason.

There is no known cure for dry eye and relief comes in various forms. Clinitas Soothe[®] is the ideal dry eye product and demonstrates the following features:

- It increases and stabilises the tear film
- Provides immediate relief and stays in the eye for long-lasting comfort
- It is non-toxic, easy to use and does not blur vision after use
- Maintains sterility between usage
- Affordability
- Suitable for contact lens wearers.

The science behind Clinitas Soothe[®]

Clinitas Soothe[®] is part of the Clinitas[®] range of specialist eye products from Altacor, a company based in Cambridge, UK. It is part of the company's new generation of effective alternatives for more targeted management of dry eye arising from tear deficiency or evaporative conditions. Clinitas[®], a sister product was accepted onto the NHS Drug Tariff in September 2008 and can be prescribed by doctors. Other products in the range include Clinitas Hydrate[®] and Clinitas Ultra 3[®].

Clinitas Soothe[®] contains 0.4% sodium hyaluronate – the highest commercially available concentration in the UK – an ingredient that is a naturally occurring biopolymer found widely in connective tissue and in the vitreous body of the human eye.

The tear film consists of three components, aqueous, mucin and lipid layers. Sodium hyaluronate has a high capacity for water (one gram can hold up to six litres water) and this boosts the aqueous tear layer. The favourable flow characteristics help anchor the mucin layer to the cornea improving tear film stability and the dynamics of the blinking process. The reduction in friction at the corneal surface maximises the comfort and minimises blurring.

Several clinical studies validate the restorative effect that sodium hyaluronate can have and its potential to improve the quality of life for dry eye sufferers.

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