

nurture THEIR EYES

Help patients with dry eye symptoms experience soothing relief¹

FRESHKOTE[®]

Preservative Free

LUBRICANT EYE DROPS

FRESHKOTE® Preservative Free (PF) offers a fresh approach to treating dry eye symptoms

Patented polymer blend of polyvinyl alcohol and povidone supports all layers of the tear film.^{1,2}

Triple-acting formula reduces evaporation and maintains stability of the tear film while high oncotic pressure draws excess water from epithelial cells.^{1,3}

State-of-the-art multidose bottle provides more than a month's worth of preservative-free drops when dosed 4 times a day.⁴



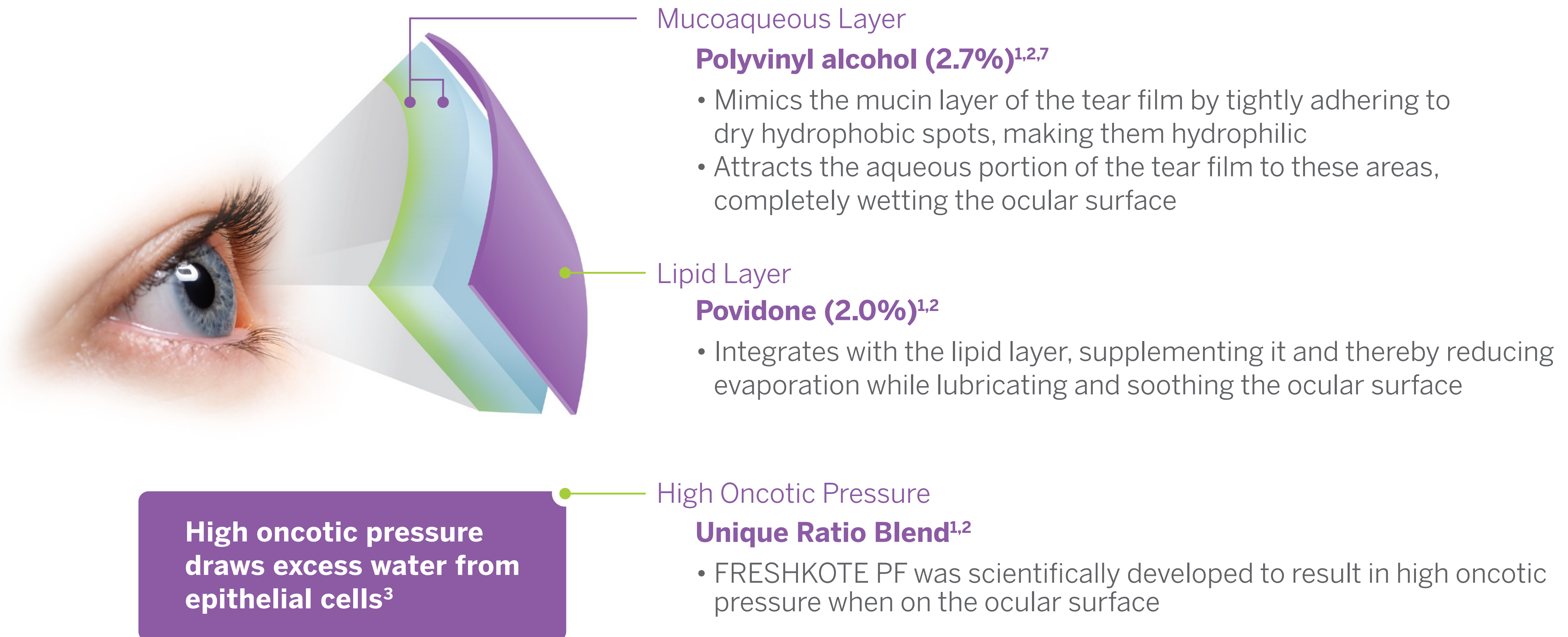
Compatible for use with contact lenses⁵



FRESHKOTE® PF offers patients nurturing relief from dry eye symptoms while reducing further irritation^{1,2}

FRESHKOTE Preservative Free is a lubricant eye drop designed to support all layers of the tear film.^{1,2}

The active ingredients in FRESHKOTE PF are a patented polymer blend with a unique ratio of polyvinyl alcohol and povidone^{1,2}



FRESHKOTE® PF is available in a state-of-the-art multidose bottle to dispense precise, nurturing, preservative free drops^{2,4}



The FRESHKOTE Preservative Free multidose bottle design offers:

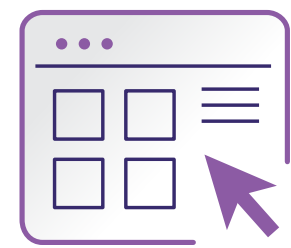
- Multidose closing tip system, which eliminates the need for preservatives⁴
- Blue tip that helps patients direct the drop into the eye⁴

THE VALUE OF THE FRESHKOTE PF MULTIDOSE BOTTLE

Every bottle contains over 300 drops, providing more than a full month's supply of single-drop doses when dosed 4 times a day⁴

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How your patients can purchase **FRESHKOTE®** Preservative Free



Tell your patients to buy FRESHKOTE PF online.

Direct them to visit **FRESHKOTEPF.com** to order today.

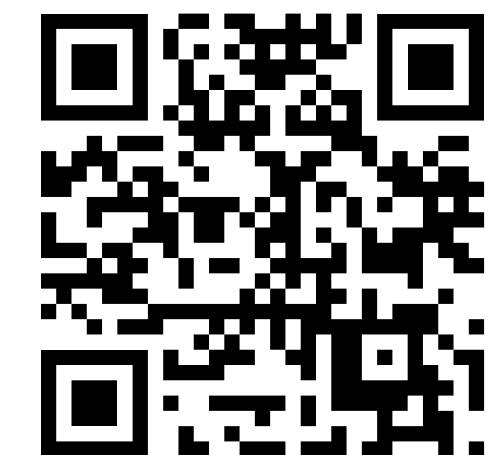


Tell your patients to call to order FRESHKOTE PF.

Your patients can call **877.251.2194** to order a supply of FRESHKOTE PF.

**Recommend soothing relief.
Recommend FRESHKOTE PF.**

OR order FRESHKOTE PF for your practice and offer it to your patients for purchase
Order online at **FRESHKOTEPF.com**
or call **877.251.2194**.



References: **1.** Holly FJ. Lachrymophilic ophthalmic demulcents. *US Ophthalmic Rev.* 2007;3:38-41. **2.** FRESHKOTE Drug Facts. Eyevance Pharmaceuticals LLC; 2018. **3.** Holly FJ. Colloidal Osmosis — Oncotic Pressure. Grapevine, TX: Dry Eye Institute; 2006. **4.** Nemera. Novelia®. <https://nemera.net/products/ophthalmic-novelia-eyedropper/>. Accessed March 14, 2019. **5.** Fuller DG, Connor CG. Safety and efficacy of FreshKote® used as a rewetting agent in Lotrafilcon-A® contact lens wearers. Poster presented at: American Academy of Optometry Annual Meeting; November 17-20, 2010; San Francisco, CA. **6.** Findlay Q, Reid K. Dry eye disease: when to treat and when to refer. *Aust Prescr.* 2018;41(5):160-163. **7.** Willcox MDP, Argüeso P, Georgiev GA, et al. TFOS DEWS II tear film report. *Ocul Surf.* 2017;15(3):366-403. **8.** Bron AJ, de Paiva CS, Chauhan SK, et al. TFOS DEWS II pathophysiology report. *Ocul Surf.* 2017;15(3):438-510. **9.** Novelia® Vented Cap. La Verpillière, France: Nemera; 2017.

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