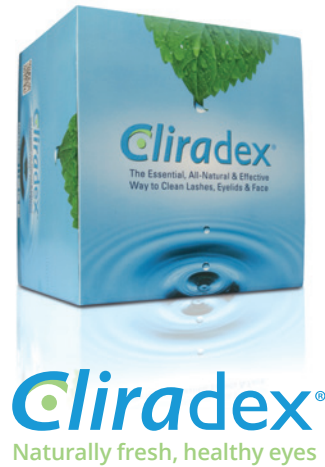


“After using Cliradex and having its magic work on my face, I went from having people gasp when they looked at me, to receiving compliments about how beautiful my skin was. It was amazing. I gained my self-confidence back.”

— JENNIFER MOORE, PATIENT



See lid margin treatment from a new perspective

Cliradex is the next generation of lid margin hygiene and preventive care. Its Demodex-eradicating formula is the culmination of more than 10 years of research and development into ocular surface conditions, resulting in well over a dozen published peer-reviewed papers and studies.

Cliradex wipes make it easy for patients to incorporate lid margin disease treatment into their daily hygiene routine.



Visit www.cliradex.com to see more Cliradex success stories from patients and colleagues.

888-296-8858 info@biotissue.com

RELIEF IS IN SIGHT

Address the causes and symptoms of lid margin disease

Cliradex[®]
Naturally fresh, healthy eyes

References:

1. Rather PA, Hassan I. Human demodex mite: the versatile mite of dermatological importance. *Indian J Dermatol.* 2014;59:60-6.
2. Tighe S, Gao YY, Tseng SC. Terpinen-4-ol is the most active ingredient of tea tree oil to kill Demodex mites. *Transl Vis Sci Technol.* 2013;2(7):2.
3. May J, Chan CH, King A, Williams L, French GL. Time-kill studies of tea tree oils on clinical isolates. *J Antimicrob Chemother.* 2000;45(5):639-43.
4. Hart PH, Brand C, Carson CF, Riley TV, Prager RH, Finlay-jones JJ. Terpinen-4-ol, the main component of the essential oil of *Melaleuca alternifolia* (tea tree oil), suppresses inflammatory mediator production by activated human monocytes. *Inflamm Res.* 2000;49(11):619-26.

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LID MARGIN DISEASE REQUIRES MORE THAN MANAGEMENT

Widespread repercussions

Demodex mites are extremely common but often overlooked. They occur in pediatric, adult and most often senior patients. Life with the conditions they cause is miserable, and most treatments offer little more than temporary relief from the consequences of lid margin disease.

- Itching
- Burning
- Visibly irritated eyes and skin
- Lost confidence
- Strain on everyday life



The never-ending cycle of symptom management

Most treatments fail to kill Demodex mites, which are a leading cause of many lid margin diseases. This can cause your practice to suffer as well.

- Short-term symptom management
- Repeat visits
- Unhappy patients

Treat the root of the problem

Cliradex is an **essential, effective and all-natural way to clean eyelashes, eyelids and the face.**


Cliradex's patented **Demodex-eradicating formula** is clinically proven to effectively alleviate symptoms of conditions associated with Demodex mites, including:

- Blepharitis
- Rosacea
- Chalazion
- Pterygium
- Stye
- Dry eye syndrome

- **Localization:** Cheeks, nose, chin, forehead, temples, eyelashes, eyebrows
- **Mode of transmission:** Hair, eyebrow and sebaceous gland contact
- **Predisposing factors:** Primary or secondary immunodepression, altered fatty acid profiles, limited hygiene due to protruding bone structure
- **Prevalence:** 23–100% in healthy adults; increases with age

“To my patients with rosacea or blepharitis, I confidently recommend Cliradex and expect excellent results.”
— NEDA SHAMIE, M.D.

4-Terpineol sets Cliradex apart

Active Ingredient	Use	Eradicates Demodex	Blepharitis Symptoms	Preservative Free	Clinical Studies	Availability	Effective Shelf Life	Wipes	Foam	Spray
 4-Terpineol	Lid Cleanser	X	X	X	13	OTC	2 Years	X	X	
Hypochlorous Acid (chlorine)	Non-Ocular Wound Cleanser		?	X	0	Rx	30 days			X
Surfactant-based (detergent)	Lid Scrub		?		0	OTC	2 Years	X	X	

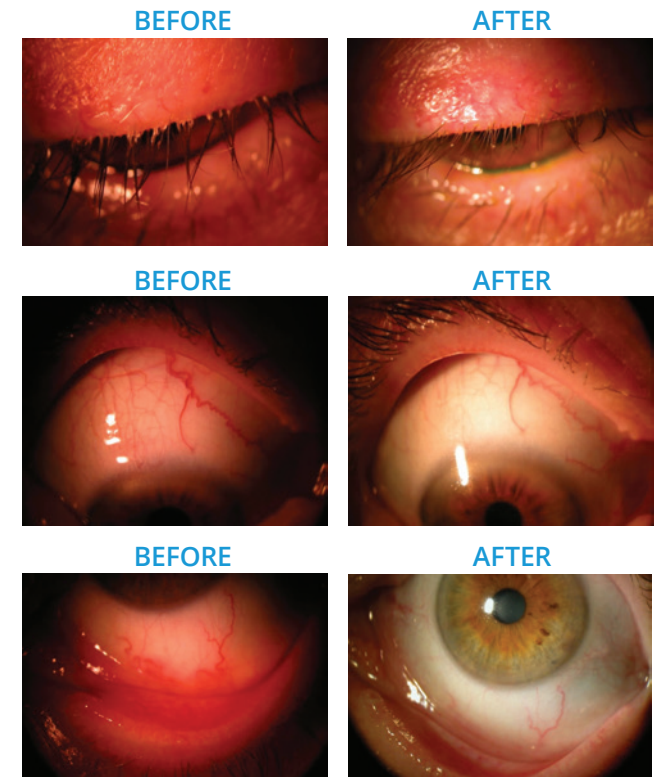
“Cliradex, in my mind, has turned out to be the No. 1 choice for treating any lid and lash disease. It has changed my scope of practice from the simple fact that I know I can treat something easily, efficiently and the patients are very happy.” — SCOTT HASTY, O.D.

More relief, less irritation^{2,3}

Cliradex is the **only all-natural, preservative-free lid margin cleanser** that eradicates Demodex mites.

This is possible because Cliradex's patented formula features 4-Terpineol, the most important chemical in tea tree oil.^{2,4} When 4-Terpineol is isolated, it demonstrates a **variety of advantages over tea tree oil:**

- More effective at all concentrations
 - Some TTO ingredients neutralize one another,² reducing potency
- Minimizes allergic reactions
 - TTO has been shown to cause reactions³
- Commercially prepared
 - Carefully controlled concentration provides expected results and prolonged shelf life



Patient with Demodex blepharitis and cylindrical dandruff, superior blepharoconjunctivitis, and inferior blepharoconjunctivitis. After six weeks of treatment with Cliradex, patient returned with clean lashes and white and healthy eyes.