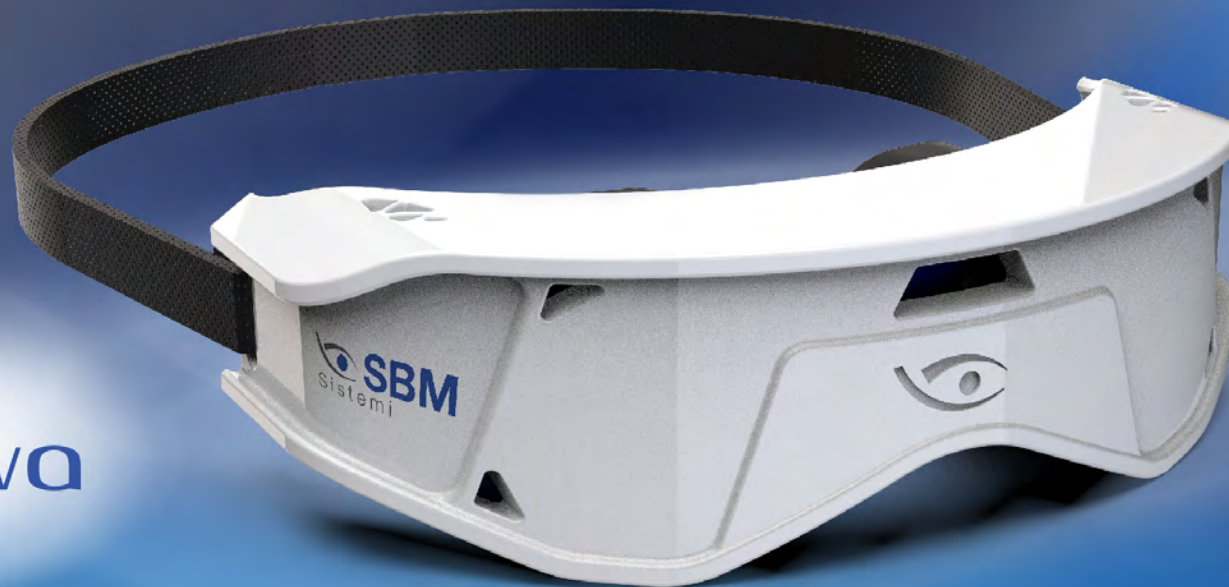


Dry Eye treatment

CLASS II - HOME HEALTH REMEDY





THE NEW SBM TREATMENT CONCEPT



Today the market offers different types of treatment:

- artificial tears to antibiotics,
- massaging masks
- more invasive systems like IPL or Radio frequency.



IPL/ Radio Frequency instruments are expensive, and they need a specialist to administer the treatment. Not all doctors are prepared to pay the high price and this for different reasons



During the last 5 years a lot of companies have taken on the production of IPL devices, thinking that this could be the best way to earn a lot of money in a short period of time.



First of all **the doctor wants to be free to decide which kind of treatment to prescribe,** based on the severity of the disease and on the economic possibilities of the patient. He does not want to be limited in his choice because of an investment he made.

IPL DOES NOT GIVE AN IMMEDIATE SATISFACTION GUARANTEE



To motivate doctors and clinics to spend the money and to invest in a treatment facility for IPL or radio frequency, **they have first to convince the patients**, so the doctor or clinic understands the need to offer this kind of long term treatment.



However, **many doctors prefer to prescribe drugs, eyedrops or both instead of invasive treatments** this might be for safety reasons but mostly because of time issues, as these treatments require an important investment of time and space to be dedicated to the patient.



IPL does not give an immediate satisfaction guarantee, it is a medium to long term procedure and patients are not always satisfied because often the a is painful, does not provide an immediate relieve, in addition to be very expensive.

A STAND –ALONE DEVICE THAT HEATS AND MASSAGES



This is the main reason why a complete diagnosis is so important, because it allows the doctor to prescribe his patient the perfect solution for the utmost satisfaction.

When at SBM we decided to invest in developing a treatment device, we put ourselves 3 targets.

Based on different international studies by leading Dry-Eye specialists we decided to create a stand-alone device that HEATED and MASSAGED the Meibomian glands

It should be easy to handle and not need any consumables or take a lot of time from the doctor or clinical specialist. It should be **economically affordable for all people** with an evaporative DED or MGD it should also be able to be used directly by the patient in his own home in order to avoid the risk of contagion by having to constantly go to the professional, avoid exhausting and expensive journeys, especially when the disease is severe and requires many treatments.

With these targets in mind, we created ACTIVA and ACTIVA Home, it takes care of most issues mentioned above and solves almost all evaporative DE issues.



Evaporative Dry Eye and MGD treatment

This innovative eye-mask provides a complete automatic heating and squeezing technology in a single device fast and painless.

Effective on meibomian glands disfunction associated with tear film evaporation. After use the mask can be easily sanitized and **does not require any gel during treatment** as many other devices do.

Touch screen controlled, user-friendly and easy to manage.

Through a fully automated procedure the device is able to melt the meibum inside the glands at 42°C and simultaneously squeeze them, this way releasing the melted oil and allowing a strong improvement of the lipid layer quality.

The complete procedure takes only 15 minutes and can be performed in any md/od practice.



HOW DOES IT WORK?



Treatment Concept and studies:

Eyelid Warming is the mainstay of treatment for mild to moderate MGD

CORNEA

Cornea editors corner of the world

How effective is lid warming for meibomian gland dysfunction?

by Tony Realini, MD, MPH, EyeWorld Contributing Writer



For many comprehensive ophthalmologists and even those who are primarily involved in subspecialty tertiary ophthalmic care, at times it feels as if there is a dry eye and blepharitis pandemic. Improved understanding of meibomian gland dysfunction (MGD), its pathophysiology, and its role in causing dry eye symptoms has led to more management options for patients. In MGD, abnormal

Meibomian gland dysfunction (MGD) is a common finding among patients who seek eyecare. In many patients, the disease is completely asymptomatic. In others, the severity can range from being a mild annoyance to significantly impacting vision and quality of life.

Meibomian gland dysfunction is defined as a chronic, diffuse abnormality of the meibomian glands, commonly characterized by terminal duct obstruction and/or qualitative/quantitative changes in the glandular secretion, as per the International Workshop on MGD by the Tear Film and Ocular Surface (TFOS) Society. This may result in alteration of the tear film, symptoms of eye irritation, clinically apparent inflammation, and ocular surface disease. MGD is thought to be among the most common causes of dry eye syndrome. In MGD, the lipid layer of the tear film is deficient, allowing evaporation of the aqueous layer, which leads to subsequent dryness and the signs and symptoms of ocular surface disease. Timely intervention of MGD is important because progressive meibomian gland loss occurs with reduced quality and quantity of the meibum normally with age, without initial corresponding increases in dry eye symptoms, said Nisha Yeotikar, PhD, post-doctoral research fellow, Brien Holden Vision Institute, Sydney, Australia.

Treatment for symptomatic MGD can range from lid scrubs to remove lid margin debris and clear the ducts, to lid warming to soften meibum and facilitate its egress from the ducts, to systemic therapy with tetracycline drugs, which are antibiotics but have the benefit of also softening meibum to aid its expression from the ducts. Products include the Korb MGE (meibomian gland



Moderate meibomian gland dysfunction Source: Kelly K. Nichols, PhD

Treatment Concept and studies:

MGD Expression and
massage is
fundamental for MGD
treatment

The Effect of Therapeutic Meibomian Glands Expression on Evaporative Dry Eye: A Prospective Randomized Controlled Trial

Igor Kaiserman  Gilad Rabina, Michael Mimouni, Naava. B. Sadi Optom, Nitsan Duvdevan, Shmuel Levartovsky & ...show all
Pages 195-201 | Received 16 Feb 2020, Accepted 23 Jun 2020, Accepted author version posted online: 30 Jun 2020, Published online: 25 Aug 2020

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ABSTRACT

Purpose

To determine the clinical benefits of Meibomian gland expression therapy for the treatment of dry-eye disease caused by Meibomian gland dysfunction (MGD).

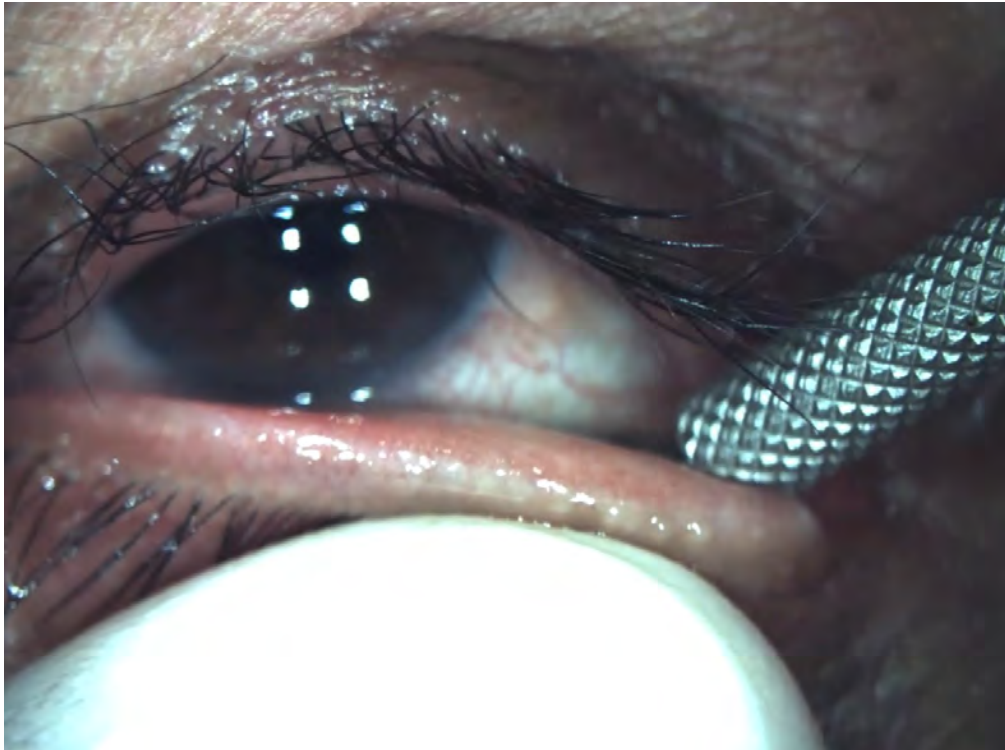
Methods

In a prospective randomized controlled double-masked trial, 87 eyes of 44 patients with MGD and dry-eye symptoms were enrolled. Patients were randomly assigned into two groups; a study group that received therapeutic Meibomian gland expression once every month, and a control group that received sham treatment. All patients received treatment with artificial tears.

Results

One week after the first treatment, the Ocular Surface Disease Index (OSDI) score improved significantly in the study group (mean change -18.5 ± 21.2 , $p = .01$) but not in the control group (-3.8 ± 15.8 , $p = .16$); after 1 month, both groups improved significantly (-20.5 ± 19 , $p = .001$ in the study group and -6.5 ± 11 , $p = .016$ in the control group). The improvement continued at 2 months in the study group (-28.4 ± 26.1 , $P < .0001$) and

Squeezing glands: from INVASIVE to RELAXING thanks to ACTIVA



Device versions,
treat MGD
everywhere:





For clinical use, available for:

- Ophthalmologist
- Optometrist
- Optician



First HOME REMEDY treatment:
Rent out Activa Home to your
patient for the best MGD
management



Treatment available to be used at Patient's home, in the Clinic or in the Optical practice.

OPTOMETRIST

Main suggested treatment are Meibo Squeezing, heating, massage and eyedrops. These treatments are available in optometry except medical equipments like IPL and Radiofrequency

OPHTHALMOLOGIST

MDs can use any kind of medical device such as Lipiflow IPL or radiofrequency. All of them are very cost effective for both patient and doctor.

HOME TREATMENT

All the medications sold in pharmacy are self applied by the patient. Other specific treatment are available as heating mask, lids hygiene tools, omega 3 pills etc.



Best **Home** Remedy

INCREASING PATIENT SATISFACTION

Treating MGD at home

Activa Home by SBM Sistemi is the first medical device for Meibomian glands treatment available at patient's home. Renting out Activa Home to your patients can increase patient's satisfaction and relief and allows him to follow all the treatment process comfortably at home.

Activa Home is a new business model generator for your clinic.

Customize treatment program and number of sessions available for the rental period of your patient. It provides the easiest and safest way to manage the device and ensures a limited number of treatment available.





**Easy, quick
and effective:**

- 15 minutes treatment
- Fitting every face shape thanks his foldable technology
- Immediate relief
- Up to 2 months relief

Treat and Relax

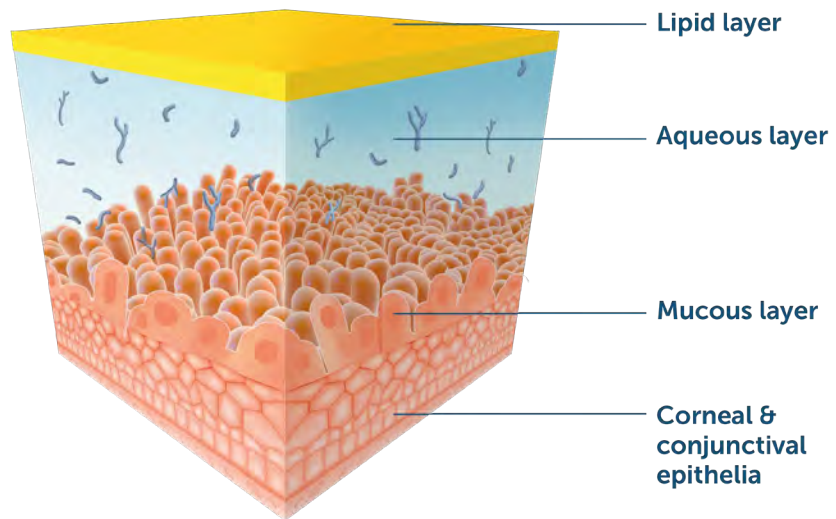
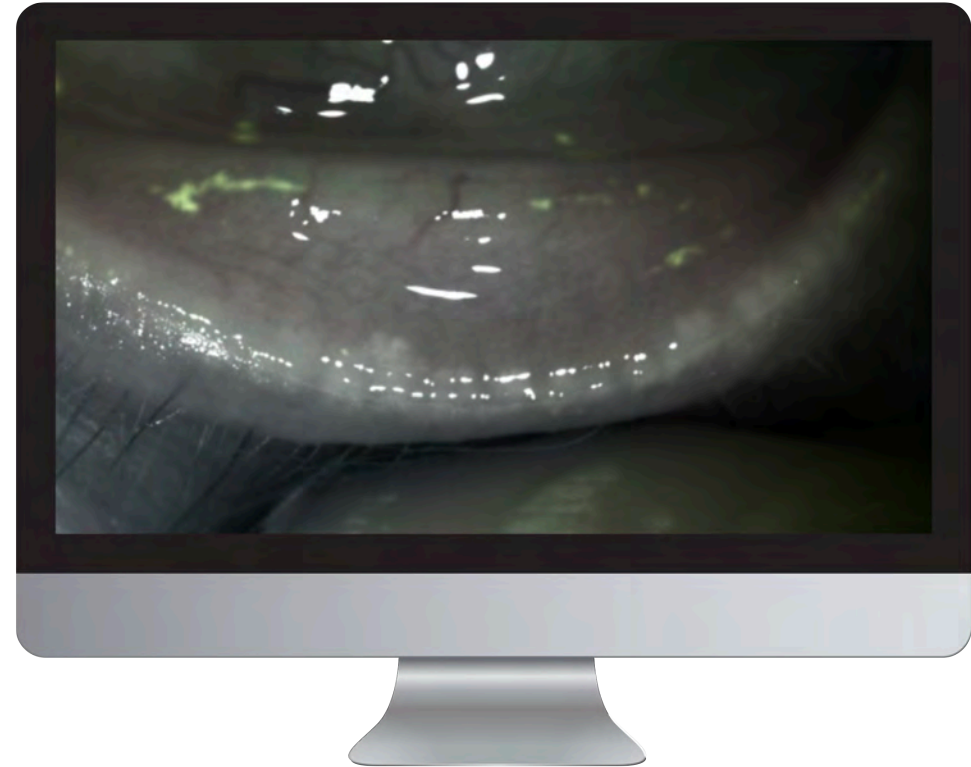
Thanks to Activa's portability patient can get his treatment comfortably

Relax for 15 minutes and get immediate relief thanks Activa and Activa Home



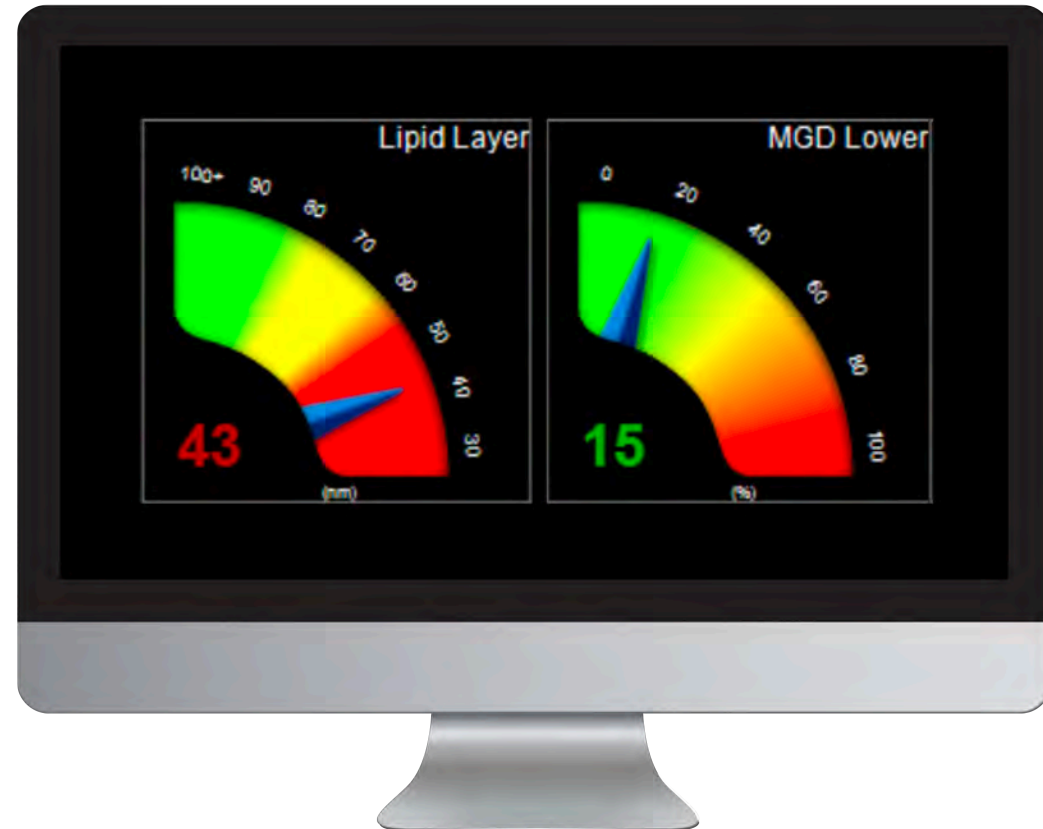
When to treat with Activa?

- MGD patients
- Evaporative DE



Find out patient with our technologies: Diagnosis results for Activa suggestion

- Lipid Layer Thickness <80 nm
- MGD lower than 80 % loss



Activa Benefits:

This innovative Eye-mask provides a complete heating and automatic squeezing technology in a single device fast and painless.

Effective on Meibomian glands disfunction associated with tear film evaporation.

- Unclog glands
- Melting the meibum
- Restore natural meibum flow
- Better pathology management
- Increase glands functionality



15 Minutes treatment

Heating and microvibrations work in combination to melt and then express meibum out of clogged Meibomian Glands during the 15 minutes treatment.



Are you using an IPL in your clinic?

As you may know, IPL patients are not feeling the effect of the treatment from the first application and meibomian glands expression and squeezing is an important practice combined to the IPL therapy.

Including Activa in your Evaporative Dry Eye therapy plan combined to the IPL effects will solve the above issues by mechanically warming and massaging the lids of the patient. This will express the meibum out of the glands increasing the efficiency of IPL effects and providing to the patient an immediate feeling of relief and improvement of the pathology.

Don't you have an IPL in your practice?

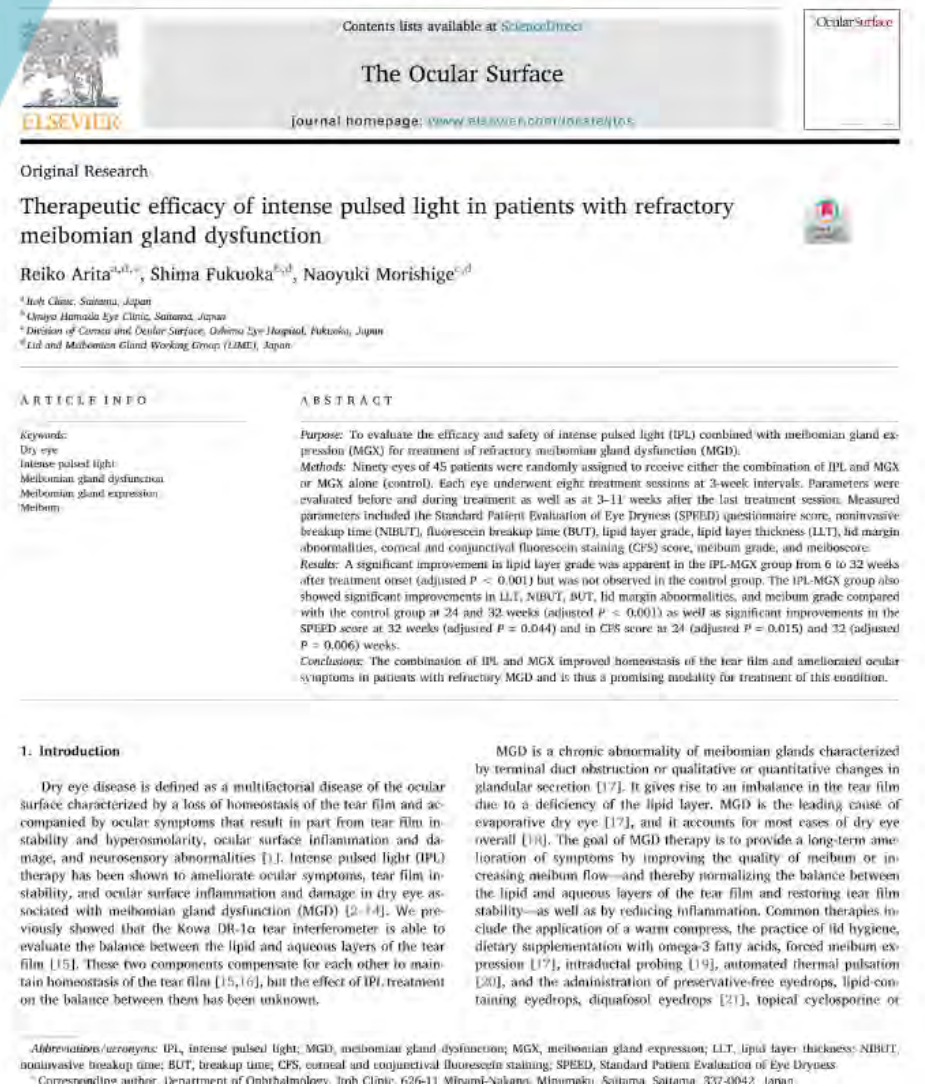
Activa is a registered medical device, perfect for an efficient treatment of Evaporative Dry Eye disease and offered for one of the lowest prices compared to other available medical devices for dry eye therapy.

This makes it the perfect device to start treating your patients with.



Activa, increase IPLs treatment efficacy and patient's relief

MD. Arita shows how important is heating and squeezing MG during IPL treatment





Competitors: do they exist?
Activa is the only MEDICAL device
heating and squeezing automatically
Meibomian Glands
Check out what is available

ILux by Alcon:

Heats external lids
Squeezes MG

Handheld device (require expert user)
INVASIVE squeezing system
Painful and uncomfortable
ONLY AVAILABLE IN US
PayPerClick treatment
End User and Clinic High Cost



Sight Science: Tear Care

Heating Technology

Disposable heating pads

Expensive technology

MG Squeezing suggested after treatment

Only available in US

Only for MD use



Mibo Flow

Heating Technology

Expensive technology

No MG squeezing

Only for MD use

Only FDA Approval



LipiFlow by J&J

Heating Technology
Liquid flow technology

Expensive technology
Invasive system to squeeze
and clean glands
Only for MD use
Space effective
Quite old technology

