

SEE THE DIFFERENCE  
A POSITIVE EMULSION  
CAN MAKE TO DRY EYES



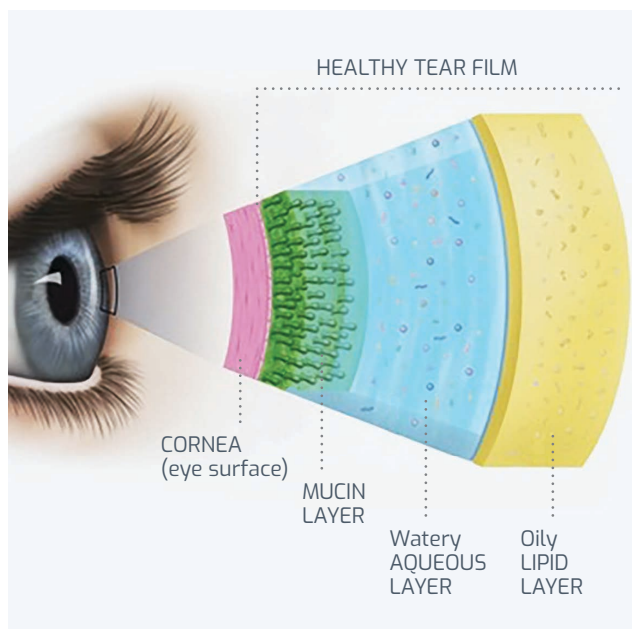
TRIPLE ACTION  
FORMULA

 **Cationorm**<sup>®</sup>  
MORE THAN RELIEF

## HEALTHY TEARS PROTECT THE EYE

The surface of your eyes is covered in a 'tear film', which keeps them moist and lubricated, cleans the eye surface and protects the eye from injury and infection.

The tear film is made up of several layers which work together to keep the surface of your eyes healthy.



### The oily LIPID LAYER

on the surface of the tear holds in moisture by preventing tears from evaporating.

### The watery AQUEOUS LAYER

makes up 90% of the tear film volume, maintaining hydration and natural salt balance.

### The MUCIN LAYER

helps hold the hydration to the surface of the eye.

## WHAT IS DRY EYE?

If your eyes burn, itch or feel gritty, you may have Dry Eye - a common condition affecting tens of millions of people worldwide. In some regions of Australia more than half the population aged 50 and over experience at least one symptom.

Factors such as screen use, mask-wearing, and low humidity, air-conditioned or smoky environments, can affect the quantity and quality of your tears. When eye hydration is lost, the eye's surface can become irritated. This annoying feeling of 'dry eyes' can have a significant impact on daily life.

## WHO IS AT RISK OF DRY EYE?



Women are around two times more likely than men to develop dry eyes.<sup>1,2</sup>



People wearing contact lenses are up to four times more likely than non-contact lens wearers to develop dry eyes.<sup>1</sup>



Certain medications and some medical conditions may increase the risk of dry eyes. Speak to your healthcare professional for more information.

## COMMON SYMPTOMS CAN INCLUDE:



Blurred Vision



Stinging, Burning  
or Itching



Redness



Foreign Body  
Sensation



Excessive  
Tearing



Sensitivity  
to Light

## HOW IS CATIONORM® DIFFERENT TO OTHER ARTIFICIAL TEARS?

Cationorm® provides more than just relief of symptoms. Its advanced technology makes each drop positively charged, designed to hold on to the negatively charged surface of the eye for long-lasting protection and optimal coverage.

Cationorm® is an oil-in-water eye drop that targets all layers of the tear film in a preservative free, **triple action** formula.

### + REPAIRS

the outer oily layer to reduce evaporation from the inner layers of the tear film.

### + RESTORES

the balance of moisture to lubricate and stabilise the inner layers of the tear film.

### + PROTECTS

the surface of the eye with its advanced technology designed for long-lasting and optimal coverage.

## PRESERVATIVE FREE OPTIONS FOR EVERYDAY USE



Cationorm® is a convenient daily treatment for people who suffer from dry eyes, **including contact lens users**. It's available in either single unit dose ampoules or a convenient multi-dose bottle for up to 3 months use after opening.

Both options are **preservative free**, making Cationorm® gentle enough for everyday use.

## HOW TO USE CATIONORM®

Normal dosage of Cationorm® is 1 drop per eye up to 4 times daily as needed.



### Multi-dose bottle:

Before first use, shake the bottle. Pull the tab to break seal and lift off cap, then turn the bottle upside down and squeeze to release the first few drops to prime the bottle.

### Single-use ampoule:

Shake the ampoule, then twist off the cap to open.

## INSTRUCTIONS FOR USE:



Wash your hands thoroughly.



Tilt your head back. Gently pull down your eyelid and look up to create a 'pocket' with the lid.



Resting your hand on your forehead to aid control, hold bottle or ampoule directly above your eye.



Using your thumb and forefinger, gently squeeze bottle/ampoule to deliver 1 drop into eye. Blink several times.



Repeat in your other eye (as required). Let bottle/ampoule return to its original shape after each squeeze.



Discard single unit ampoule after use. Shake any excess drop off multi-dose bottle tip & replace cap. Store in a cool, dry place.

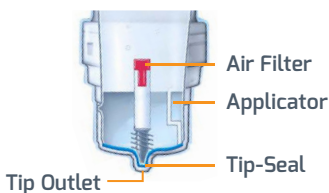
Be careful not to touch your eye or eyelashes with the bottle or ampoule.

# GETTING THE MOST OUT OF YOUR MULTI-DOSE BOTTLE

Multi-dose bottles are designed differently to conventional eye drop bottles to make them suitable for unpreserved eye drops.

## 1 What makes the Cationorm® multi-dose bottle design different?

The bottle contains a special one-way valve and micropore air filtration system to maintain sterile conditions after opening.



## 2 How does it work?



The pressure created when you squeeze the bottle opens the one-way tip valve to release a drop of solution. Always allow the bottle to return to its original shape before dispensing another drop.

## 3 Why do I need to prime the bottle before first use?

Keeping the mechanical valve system clear of Cationorm® until the bottle is first opened avoids risk of the contents having external contact, preventing microbial contamination. Priming forces Cationorm® through a specific fluid pathway into the space behind the tip so it is ready for use.

## 4 How hard do I need to squeeze the bottle?

A full bottle requires less squeeze force to deliver a drop than one which is closer to being empty. In an almost empty bottle, more air must be compressed before the opening pressure of the outlet valve is reached.

## TIPS TO HELP MANAGE DRY EYE



Limit your screen time. Take regular breaks from reading, computer use, and watching TV to rest your eyes.



Wear wrap-around sunglasses when outside in windy, dusty conditions.



Avoid cigarette and other smoke.



Use a humidifier to keep the air in your home from getting too dry.



Where possible, avoid the direct draught from air conditioning and fans.



Drink plenty of water – try for 8–10 glasses a day.



Increase the amount of omega-3 fatty acids in your diet. Found naturally in foods like oily fish and available as supplements.



A warm compress over your eyes for 5 minutes helps unblock oil glands and increase lipid supply to your tear film.

**If your dry eye symptoms persist, speak to your healthcare professional.**

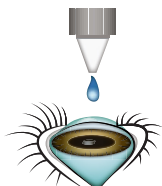
## A DAILY TREATMENT FOR DRY EYES



GENTLE ENOUGH  
FOR EVERYDAY USE



SUITABLE FOR  
USE WITH  
CONTACT LENSES



SPREADS OPTIMALLY  
OVER THE EYE TO GIVE  
YOU LONG-LASTING  
PROTECTION



97.7% OF PATIENTS  
REPORT CATIONORM®  
AS COMFORTABLE  
AFTER 1 MONTH

 **Cationorm**®  
MORE THAN RELIEF

ALWAYS FOLLOW THE DIRECTIONS FOR USE.

**References:** 1. Stapleton F *et al. Ocul Surf* 2017;15(3):334–365. 2. Dana R *et al. Am J Ophthalmol* 2019; 202:47–54.

Seqirus (Australia) Pty Ltd Melbourne, Victoria | Ph: 1800 642 865.

Seqirus is a trademark of Seqirus UK Limited or its affiliates. Cationorm

is a registered trademark of Santen S.A.S. and distributed by Seqirus

(Australia) Pty Ltd under license from Santen Pharmaceutical Asia Pte Ltd.

Date of Preparation: October 2022. ANZ-Cati-22-0131. HSEQ600.

**CSL Seqirus**