

This has been a passion project for me. I formulated the line because of the dramatic rise in the number of dry eye patients, the vast majority women, that I have been seeing over the past ten years in clinical practice. I have also been treating an increasing number of patients with complications from unsafe beauty practices, like eyelash perms, lash extensions, tightlining, tattooing of eyeliner many of which are popularized by social media, Tik Tok and IG. I wanted to give women healthy alternatives and use the platform to educate the thought leaders in the beauty industry as well as other doctors and women in general. My slogan is, "Healthy Eyes Are Beautiful Eyes".

The line focuses on ocular hygiene and ingredients nontoxic to the meibomian glands and ocular surface. It has been formulated for dry eye patients in particular, but also for all women really, since I believe the toxic preservatives and chemicals in eye makeup has been exacerbating and causing dry eye in women.

My first product is Easy on the Eyes Daily Hygiene Spray. It is a pure .02% hypochlorous acid spray. It does not need a preservative since it is its own preservative. It is a 60 ml three month supply, and is shelf stable for two years. It compares more to Ocusoft than Avenova which is .01 % hypochlorous acid. Avenova only lasts one month after opening, because you have to open the bottle and then put in the spray top, and that allows air in which degrades it. My package does not let air in, like Ocusoft, so we are stable for much longer. The only two things that break down hypochlorous acid are air and light. My bottle is an opaque plastic bottle, so no light gets in. The price point is also much lower for the patient than Avenova. The same quantity for Avenova costs the patient \$75, mine costs \$41. Plus, it corresponds more like the way we see our patients, every three months. It is an important part of a daily hygiene ritual, especially during COVID when the masks have allowed the nasal bacteria to migrate and cause an epidemic of styes and mask acne. I recommend twice a day but it can be used more frequently. It is safe for men and women, teens with acne, and babies with styes. It also was approved in March of 2020 by the EPA to kill coronavirus on surfaces. It is great to put in your purse and go to the airport with, great after sports, and quiets rosacea. It also can be sprayed on a cotton round and used to scrub lids and lashes to treat and prevent blepharitis. It is also nonirritating for the ocular surface. This is flying off my shelves. As mentioned above, this is being used for both sexes and all age groups.

My second product, Get Growing Lash and Brow serum is something that I have been using in my practice for dry eye patients (women AND men) for years, and it also grows lashes and brows. It is an anhydrous combination of oils. Because it is anhydrous, and because of the packaging, a pump dispenser, it does not need a preservative. It is 90 % castor oil, 6% coconut oil and 4 % Argan oil. Castor oil is the active ingredient. It binds to the EP3 receptor on the vascular endothelium and increases blood flow to the lash and brow roots. This takes hair follicles from the resting phase to the growth phase. It also binds to the EP3 receptors on the conjunctival surface, downregulating inflammation and allergy as shown in laboratory rats. Included coconut oil because of its natural antibacterial and antiviral properties. Argan oil is rich in linoleic acid and vitamin E, so naturally conditions and coats the lashes and brows thickening the lash shafts to make them thicker, and hydrating the lashes and brows so they do not become brittle and break, as occurs with mascaras and harsh removers, so again it makes the lashes fuller. For my dry eye patients, I have had them with clean hands apply it to the eyelids. My

product comes with individual applicators which can be used at the lash bases, or it can be applied with clean fingers after spraying with my hypochlorous acid spray and air drying. The eyelid skin is thin, and the fatty acids leach into the tear film and stabilize the outer oil layer, as well as binding to the conjunctiva EP3 receptors decreasing inflammation. Dry eye patients say it is really the BEST thing to soothe their dry eyes. They LOVE it. Castor oil is by the way in a lot of our preservative free tears, like refresh MGD. It is safe for eyes and soothing. The only caveat I will say is that it should be patch tested on the skin of the wrist before using to make sure there is no allergy to any of the ingredients. We all see patients allergic to many things, and it is possible to be allergic to the individual oils. Otherwise, as long as the roots of the lashes and brows are not dead, there will be growth, but it may take three months. Meanwhile eyes are soothed and lashes are lustrous with none of the PGA side effects.

My next product is a liquid eyeliner. I made this because liquid liners have become so popular with young women, who love to make cat eye and other variations. Mine does not contain carbon black or parabens or BAK. It does contain castor oil to promote lash growth during the day, as well ceramides and hyaluronic acid for hydration. It also contains Argan oil which is hydrating and rich in vitamin E and Linoleic acid to nourish and support lash growth. The brush is precise and easy to use. It does not smudge. There is a preservative in this, it is benzoic acid, which is less damaging than BAK for the ocular surface.

My eyeshadows, Visionary Shadow sticks, are cream sticks. It was important to me to have an alternative to powder shadows which fall into the tear film with each blink, releasing their chemicals and glitter and pigment onto the ocular surface and contact lenses. We have all seen conjunctival tattooing and subconjunctival pigment on the conjunctiva in the inferior and superior fornix and tarsal conjunctiva. My shadows are cream shadows that stay put and do not flake onto the conjunctival surface. The colors are the most popular colors on the market today, they blend well together or can be used individually. They contain again castor oil, Argan oil, hyaluronic acid, vitamin E, and the gliding agent is a natural Konjac root, rather than ones that disrupt the oil surface of the tear film. They can be applied directly to the eyelids, or can be applied with makeup brushes. The brushes can be cleaned with the hypochlorous acid spray to keep them clean and free of bacteria. The preservative in the cream shadows is Ethylhexylglycerin, which again is less damaging than BAK to the ocular surface.

Soon to be launched is an amazing mascara, which performs wonderfully and is completely nonirritating and safe for the ocular surface. This is the product my patients have been asking about most and will not disappoint. Also launching soon is a wonderful, safe eye makeup remover. Most likely because of supply chain issues these will not be launched until second quarter 2022.

The packaging is clean and simple, which goes along with my message. The blue is the color of my original scrubs 25 years ago as a medical student, intern and resident in NYC. We actually used to call them "Blues". The white is a nod to the white coat we wear as doctors. The pricing is very reasonable because I wanted to make them accessible to all women.

