



Ocular allergies are also referred to as “allergic conjunctivitis”. It is an inflammatory reaction that occurs when exposed to environmental allergens (such as pollen, dust mites, grass, trees and/or pet dander). This reaction results in inflammation of the conjunctival tissue (the normally white part of the eye) as well as the eyelids themselves.

Ocular allergies affects approximately 20% of the US population with approximately 50% having concomitant dry eye syndrome (more than 30 million Americans having both conditions). Currently the leading therapeutic option for patients with ocular allergies is topical antihistamines which will routinely improve their allergic component but unfortunately can worsen their Dry Eye Syndrome.

Developed by leading Ophthalmologists specializing in allergies, Alereve has developed an all natural proprietary blend that is positioned to be the therapy of choice for patients with ocular allergies, treating the patient’s underlying allergic condition without the unwanted side effects of dryness.



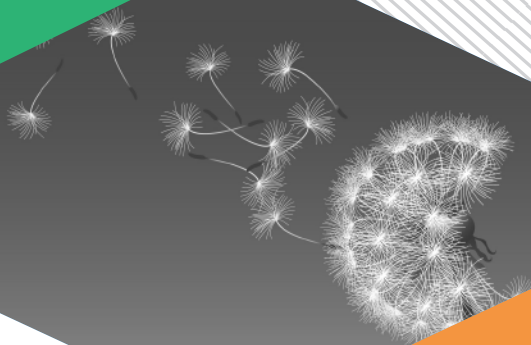
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# Alereve

## Therapy of Choice for OSD

If you suffer from any of the following ocular symptoms then you might benefit from Alereve:

- SWOLLEN EYES
- ITCHINESS
- DRYNESS/SCRATCHINESS
- REDNESS/STINGING/BURNING
- FOREIGN BODY SENSATION
- SENSITIVITY TO LIGHT
- WATERY DISCHARGE



Seeing this huge unmet need, Alereve was developed to better treat these patient's ocular allergies without exacerbating their dry eye component. In fact, our initial study demonstrated that some patient's Dry Eye Syndrome was significantly improved with Alereve treatment.

Fortunately you don't need a prescription to benefit from Alereve and can get it from either your Eye Doctor or a leading retailer.

**Ask your Eye Care Professional about Alereve**