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Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Financial Disclosures

Dr. Janelle Davison has received honorarium from RVL Pharmaceuticals, IDOC Alliance, and Review of Optometric Business. She is on the advisory board for RVL Pharmaceuticals, IDOC Alliance, Twenty Twenty Beauty, Women in Optometry and Oculaire.

All relevant relationships have been mitigated.

Intersection of Dry Eye & Beauty

Speaker Dr. Janelle Davison

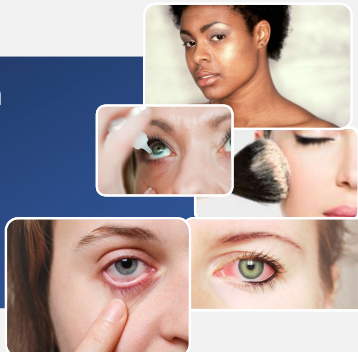
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Intersection of Dry Eye & Beauty

Design, Build, and Brand a Profitable Dry Eye Spa

Speaker Dr. Janelle Davison



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Speaker: Dr. Janelle OD

- 2006 Graduate PCO
- 2001 Graduate XULA
- IDOC ALLIANCE Board Member
- Twenty/Twenty Visionary Board
- Women in Optometry Advisory Board
- Cobb County Work Based Learning Advisory Board Member
- Member of **Alpha Kappa Alpha Sorority, Inc.**
- **AOA, GOA, & NOA**

- Businesswoman: Founder/owner**
- Brilliant Eyes Vision Center
 - Premier Eye Spa & Cosmetic Eye Care
 - Paradeyem Optical Software
 - S.C.O.R.E., INC. 501c3 nonprofit



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Learning Objectives

- 1 Learn the definition of optometry aesthetics and what patient populations can benefit from services and how to collaborate with other health care professionals in the aesthetic space.
- 2 Learn about nonsurgical ocular aesthetic services to offer in practice.
- 3 Learn about ocular aesthetic equipment and the aesthetic benefits associated with each piece of equipment.
- 4 Learn how to manage common complications associated with popular aesthetic services.
- 5 Learn how to design, develop, brand and market your dry eye spa.
- 6 Learn how to create a retail product strategy to manage and sell aesthetic products.
- 7 Learn about tips for a successful implementation process to ensure ROI.

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What is Optometry Aesthetics?



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Optometry Aesthetics

- ▶ Non-surgical cosmetic/aesthetic enhancements for the periorbital skin and tissue around the eyes as well as specific anterior segment structures. Including but not limited to the: brows, eyebrow, eyelashes, eyelid, iris, and conjunctiva.



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Why Should you Care?



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Aesthetics: Space & Opportunity

Whiter & Clearer Eyes – Dry Eye Treatment

- ▶ 16.4 million people have been diagnosed with DED.
- ▶ 6 million people not diagnosed with DED.
- ▶ 3 million are women and 1.68 million are men.

July 2017 American Journal of Ophthalmology

Youthful Vision– Multifocal & Color Contacts

- ▶ GenX- 82 million (31-50 yrs.)
- ▶ B Vision Correction (40 up)- 11% wear contacts. 82% wear glasses
- ▶ CTL wears prescribed MF (40 up)- 9%
- ▶ Cosmetic Contacts \$1.3 billion by 2024 only 6% of contact lens wearers

Global Market Insights

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Aesthetics: Space & Opportunity

Younger Clear Skin- Skincare & Facials

- ▶ 166 million Americans spent \$500 or more on skin care products.
- ▶ Rodan & Fields: \$1.5 billion in 2018 revenue.
- ▶ Beauty Counter: 100 million US in revenue 2018
- ▶ Mary Kay 3.6 billion US in 2018 revenue

Simmons National Consumer Survey

Lash Volume- Extensions and Serums

- ▶ Lash Growth Serum: \$280 million US in 2018
- ▶ False Lashes: \$270 million in 2018.
 - ▶ Strip lashes
 - ▶ Magnetic lashes
 - ▶ Expected to reach 1.5 billion 2025.
 - ▶ Most purchases made in local beauty supply stores or Drug stores.

Nielson Study

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Aesthetics: Space & Opportunity



- 70%** of Americans apply makeup or a cosmetic facial product at least once per week.
- 65%** of millennials rely on social media to influence beauty purchases
- 500** Million post per day related to beauty industry on SM

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Cosmetics: Under Regulated



- ▶ Federal Food, Drug and Cosmetic Act-passed in 1938 is only legal regulation for cosmetic industry. Bans 30 ingredients from personal care products
- ▶ Labeling products as natural or organic does not qualify as misbranding.
- ▶ Does not require the FDA to recall potentially dangerous items or monitor the ingredients used in products.
- ▶ 1979 Senate Health Committee holds landmark hearing on cosmetic reform.

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Practice Models Best Suited for Success

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Practice Models Best Suited for Success

- 1. Offer services that easily tie into ocular aesthetics and cosmetics.
 - Specialty Contacts, Dry Eye, CRT, Luxury Frame lines, lens enhancements
- 2. Access to patient demographics seeking aesthetic services.
- 3. Practices exhibiting a robust referral process.



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Services Easy to Implement

You are already doing optometry aesthetics; You just don't realize it!


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Prevalence of Ptosis Patients



1 in 10
Adults aged 50+ who have ptosis¹

➔



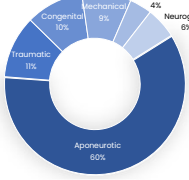
MILLION
Estimated patients aged 50+ with ptosis in 2020 based on US population

1. Sridharan GK, et al. Age Ageing. 1993;22(1):24-3. 2. US Census Bureau, Population Division, Table 9. Projections by sex and age for the United States: 2019 to 2050. NP2019-19. December 2019. Estimated US population over 50 years of age with ptosis calculated as estimated number of individuals aged 50 and older (US Census) multiplied by 9.5% prevalence observed in study by Sridharan et al.

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Etiologies of Ptosis



CONGENITAL VS. ACQUIRED PTOSIS

CONGENITAL

- Typically, a result of developmental myopathy of the levator muscle or innervation abnormality

ACQUIRED

- Aponeurotic:** Stretching or disinsertion of the levator muscle – MOST COMMON
- Neurogenic:** Reduced nervous input to upper eyelid retractor muscles
- Traumatic:** Injury
- Mechanical:** Excess skin / eyelid heaviness
- Myogenic:** Primary muscle dysfunction


1. Friesenauer J. Aesthetic Plast Surg. 2003;59(5):559-564. 2. Sridharan GK, et al. Age Ageing. 1993;22(1):24-3. 3. Custer PL. Blepharoptosis. In: Yanoff M, Duker JS, eds. Ophthalmology: 3rd ed. St Louis: United States: Elsevier; 2008. 4. Singh RK, et al. Available at: <http://www.sgrh.wisc.edu/eyeforum/abstracts/PtosisIndex.htm>. Accessed November 27, 2003.

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Acquired Ptosis Can Have a Range of Risk Factors


Risk factors




Aging¹⁻³




Contact lens wear^{4,5}




Ocular surgery⁶



Trauma⁷



Underlying disease^{1,8}



Periocular neurotoxin injection⁹

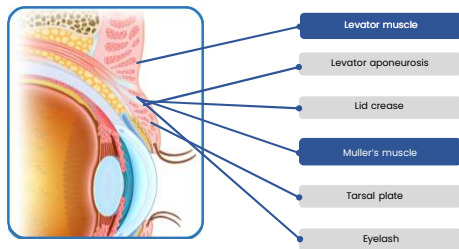
Risk factors can contribute to aponeurotic or other forms of acquired ptosis (myogenic, neurogenic, mechanical, traumatic)

1. Friesenauer J. Aesthetic Plast Surg. 2003;59(5):559-564. 2. Sridharan GK, et al. Age Ageing. 1993;22(1):24-3. 3. Kim MK, et al. Eye (Lond). 2007;21(9):940-946. 4. Heung K, et al. J Craniofac Surg. 2007;19(2):174-175. 5. Berman L, et al. Clin Ophthalmol. 2010;3(2):207-208. 6. Wang S, et al. Oculw. Arch. Clin Exp Ophthalmol. 2009;20(7):937-940. 7. Friesenauer J. Aesthetic Plast Surg. 2003;59(5):559-564. 8. Friesenauer J. Aesthetic Plast Surg. 2003;59(5):559-564. 9. Friesenauer J. Aesthetic Plast Surg. 2003;59(5):559-564.

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Lid Anatomy: Two Muscles Lift the Eyelid



Probstner et al. Aesth Plast Surg. 2003; 59:203-204.

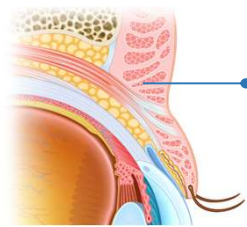
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Levator Muscle: Major Elevator of the Upper Lid



LEVATOR MUSCLE

- ▶ Innervated by CN III
- ▶ Controls lid opening
- ▶ Transitions from muscle to aponeurosis
- ▶ Inserts into anterior tarsal plate, forming the upper eyelid crease

Probstner et al. Aesth Plast Surg. 2003; 59:203-204.

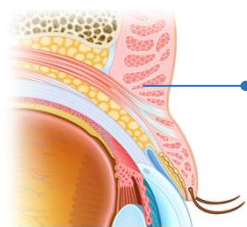
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Levator Muscle: Works with Muller's to Elevate Lid



MULLER'S MUSCLE

- ▶ Sympathetically innervated
- ▶ Regulates palpebral fissure width
- ▶ Elevates lid ~2 mm
- ▶ Originates from & works with the levator muscle
- ▶ Inserts into superior tarsal plate

Probstner et al. Aesth Plast Surg. 2003; 59:203-204.

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Impact of Acquired Ptosis on Well-Being & Vision

EMOTIONAL WELL-BEING Non-functional^{1,2}



Appearance Concerns
→ Sleepy/tired look,
asymmetry



Psychological Affects
→ Anxiety or depression related to
appearance

VISION & PHYSICAL WELL-BEING Functional^{1,3}



Vision function & quality
→ Blurry vision, HOAs
→ Difficulty with visual tasks
(e.g. reading, watching TV, final
manual work, digital device
use)
→ Decreased Visual Field



Physical Discomfort
→ Neck pain, brow ache,
headaches, eye strain

1. Richards HL, et al. Eye. 2004;28:299-302. 2. Bachmann J, et al. Eye. 2020;35:2469-2481. 3. Friesenier J. Aesthetic Plast Surg. 2003;57:193-204.

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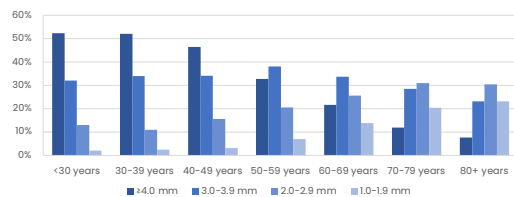
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Severity of Ptosis Increases with Age

MRD-1 (mm) Right Eye



MRD-1 = Distance from lid margin to pupillary light reflex

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Oxymetazoline Hydrochloride ophthalmic solution 0.1%



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Lid Hygiene

BLEPHARITIS/ DEMODEX


25 million
patients that may have
Demodex blepharitis

► **lid hygiene**
Microblephexfoliation

- ABMax
- Lidpro
- BlephEx
- Zest
- Blephadex Swab

Before

After



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Lash Enhancement

**BIMATOPROST OPTHALMIC
SOLUTION 0.03%**



**LASH SERUM (DRUG FREE)
CASTOR OIL**



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Lash Serums-Do's & Don'ts

*Drug Free	Prostaglandin Analogue	Synthetic Prostaglandin Analogue
Twenty/Twenty Beauty Get Growing Lash & Brow Serum	Latisse	Lash Boost
Oculaire Cleansing Lash Enhancing Serum		Xlash Eyelash Enhancer
Zoria Lash Intensifying Serum		Revitalash
Ricinateleic acid (Castor Oil) which has been shown to stimulate prostaglandin receptors that can lead to an increase in blood supply to hair follicles promoting hair growth.		M2 Lashes Eyelash activating serum
		Neulash

Isopropyl Cloprostenate-Belongs to the same class of actives used originally on glaucoma patients.
No such thing as completely "Safe"

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False Lashes

**Lash Extensions-
Magnetic**



*Iodine levels Caution when removing

**Lash extensions-
individual**



Limit the number of fills and clean daily.

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Makeup and the Ocular Surface – What ODs need to know



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Cosmetics

Ingredients to avoid

FDA dictates that ingredients must be declared in descending order of predominance

- ▶ The problem: Any ingredient less than 1% of total volume may be listed in any order.



- ▶ Safe ingredients for eye makeup (shadow, liners, and mascara)
- ▶ Safe ingredients for skincare
 - ▶ **Wax/Taxocarbate OSD**
- ▶ Safe make remover
- ▶ Patient Safety Education Apps
 - ▶ Think Dirty, SkinSafe, CosmEthics, CodeCheck and Detox

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Top 10 Toxins to Avoid in your Personal Care Products

Argireline (Acetyl Hexapeptide-3, Lipotec, Botox in a jar)

Benzalkonium Chloride BAK

BHA and BHT

Butylene Glycol

Ethylenediaminetetraacetic acid (EDTA)

Formaldehyde

IsoPropyl Cloprostate

Parabens (methyl-, isobutyl-, propyl- and others)

Phenoxyethanol


Retinol and Retinyl Palmitate

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Why is CLEAN EYE Makeup so Important

- ▶ Eyelid skin is thinner than facial skin
- ▶ Damage to meibomian gland structure
- ▶ Damage to ocular surface



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What does it mean to be CLEAN

- ▶ Free of Toxins
- ▶ Toxins cause: irritation, redness, inflammation, damage to the cells, and wrinkles
- ▶ Different from Organic, Vegan, Cruelty-free, Paraben-free...



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Toxins Cause

- ▶ Parabens
 - Allergies/immunotoxicity
 - Endocrine disruption
 - Biochemical or cellular level changes
- ▶ Fragrance
 - Allergies/immunotoxicity
 - Non-reproductive organ system toxicity
 - Ecotoxicology
 - Irritation (skin, eyes, or lungs)
- ▶ Alcohol
- ▶ Cancer
 - Developmental/reproductive toxicity
 - Enhanced skin absorption
 - Non-reproductive organ system toxicity



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Safe Cosmetics & Skincare

SKINCARE

Active Ingredients List

SCULPT	Anti-Aging Day Cream	Alereva™ Blend, Pyrenogen®P, Squalene, Biotin
LIFT	Non-Sticking Night Cream	Alereva™ Blend, Pyrenogen®P, Biotin, Jojoba Oil
MASQUE	Hydrating Mask	Alereva™ Blend, Barley Seed Oil, Colloidal Oatmeal
MASQUE	Anti-Tan Mask	Alereva™ Blend, Green Tea Extract, Colloidal Oatmeal
LIFT	Non-Sticking Eye Cream	Alereva™ Blend, Pyrenogen®P, Hyaluronic Acid
CLAR	Anti-Aging Eye Cream	Alereva™ Blend, Pyrenogen®P, Hyaluronic Acid
RADIANCE	Anti-Aging Eye Cream	Alereva™ Blend, Hyaluronic Acid, Lemon Grass
ACTUSE D'OR	Hydrating Cream	Alereva™ Blend, Hyaluronic Acid, Tea Tree Oil, Eucalyptus Oil
ACTUSE D'OR - SERUM	Hydrating Serum	Alereva™ Blend, Hyaluronic Acid, Jojoba Oil
ELIXIR	Hydrating Eye Serum	Alereva™ Blend, Cedar Oil



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Redness & Blurry Vision

Anti-Redness

Brimonidine Tartrate oph sol. 0.025%

- ▶ FDA for Ocular Redness
- ▶ Administered one-two times daily
- ▶ OTC low dose (safe)



Age-Related Blurry Near Vision

Pilocarpine HCl ophthalmic solution 1.25%

- ▶ Administered once Daily
- ▶ Reduces the pupil size creating pinhole affect
- ▶ Effective in 15 minutes
- ▶ FDA approved 40-55 yrs.
- ▶ FDA approved for age-related blurry near vision
- ▶ Rare association with **Retina Detachments**



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Neurotoxins

INJECTIONS

- ▶ Toxins
 - ▶ Botox, Dysport, Xeomin
 - ▶ Neuromodulators
 - ▶ Botulinum toxin type A
 - ▶ Last up to 4 months
 - ▶ Xeomin does not contain additives

FILLERS

- ▶ Juvéderm and Restylane
 - ▶ Granular more cohesive- Restylane
 - ▶ Smoother Texture- Juvéderm tends to last longer
 - ▶ Produce smooth results due to the plumping effects of hyaluronic acid.



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Optometry Aesthetics Managing Complications

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Optometry Aesthetics Managing Complications

- ▶ Allergic Conjunctivitis from glue toxicity from false lashes
 - ▶ Avoid Cyanoacrylate (super glue) and formaldehyde derivatives.
 - ▶ Removal of lashes/Cool compresses/lid wipes/steroid/antibiotic combo ointment
- ▶ Blepharitis from false lashes and cosmetic makeup application
 - ▶ Clean lashes (Hypochlorous acid, Okra-bases or Tea tree oil) daily
 - ▶ In office cleaning
- ▶ Droopy Eyelid complications from injections
 - ▶ Paralysis of levator palpebral muscle
 - ▶ Prescribe oxymetazoline hydrochloride
- ▶ Hyper/hypo pigmentation from lash serums (prostaglandin)-
 - ▶ Increased Iris Pigmentation (hazel or heterochromatic) & Periocular skin darkening and enophthalmos "sunken eye"
 - ▶ Hyperemia
 - ▶ Discontinue

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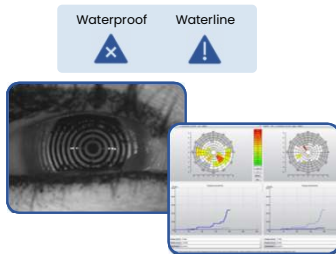
Poor Cosmetic Habits

Case:

- ▶ 46 BM
- ▶ Chief complaint: excessive tearing AM
- ▶ OSDI 14 mild
- ▶ Tear meniscus height low
- ▶ NITBUT OD ~2 secs
OS ~4 secs

Recommendations:

- ▶ Modification of behavior give alternatives
- ▶ Nightly lid cleaning and warm compress
- ▶ Perseverative free tears BID
- ▶ RTC in 30 days for additional testing-
Meibography and check for improvement



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Eyeliner Rules

PENCIL

Pencil Eye Liners are Best



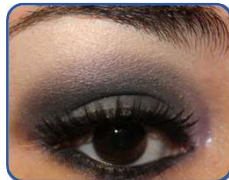
SHARPEN

Sharpen after each use to reduce bacteria remaining on pencil



BE

Liquid liners must be disposed of after 3 months



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Never Tightline or Waterline



Visible space

No space

GREEN LIGHT

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Optometry Aesthetics Managing Complications



SEE ME BEFORE YOU GET LASHES.

Blepharitis

Allergic reaction to glue

Recommend a 24-hour patch test-
Performed by lash artist or esthetician
prior to full lash service.

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Optometry Aesthetics Managing Complications

Removal of lashes tool kit:

- Place drop of jojoba or coconut oil on your fingers and massage in lid margin
- Let set for 3-5 minutes
- Apply in-office warming heated mask for 10 minutes
- Use disposable lash brush to begin removing the lashes
- Repeat as needed until lashes are removed
- Send patient home with lid hygiene instructions

 Send back to Lash Artist to Remove with Solvent



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Ocular Aesthetics Technology

Optometry and aesthetic connection

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Connecting The Dots: Treatment Indications & Benefits

IPL (Intense Pulse Light)

- Non-ablative blood vessels **thrombosis**, meibum **heating** and **liquefaction**, photomodulation, **Demodex eradication**, secretion **modulation** of **pro and anti-inflammatory** molecules and matrix metalloproteinases suppression.
- Non-laser** high intensity light sources that make use of a high-output flashlamp to produce a broad wavelength output of noncoherent light, usually in the **500 to 1200nm range**.
- In 2002, Toyos observed that patients treated with IPL showed improvement in MGD and DED.
 - Rolando Toyos Protocol
 - IPL treatment intensity from a low power of 8 J/cm², and increases sequentially to a high power of 20 J/cm², with higher power levels indicated as age and lid margin disease severity increase.

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Ocular Surface Disease Indication & Aesthetics Benefits




Intense Pulse Light Therapy-Photomodulation

Treatment Indications:

- Ocular Rosacea-Telangiectasias
- Meibomian gland dysfunction
- Dry Eye Disease

Aesthetic Benefits

- Reduce redness
- More even skin tone
- Decreased age spots
- Acne



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Connecting The Dots: Treatment Indications & Benefits

Low Level Light Therapy (photobiostimulation):

- ▶ Light is absorbed in the cellular mitochondria and stimulates ATP production leading to an increased cellular action and enhanced cell vitality.



Stimulates production of collagen and elastin absorbed by mitochondria and stimulates ATP increasing cellular action, enhancing its activity



Solicit porphyrins to obtain a **bacteriostatic effect** with a consequent elimination of bacteria

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Ocular Surface Disease Indication & Aesthetics Benefits

▶ LLLT-low light level therapy

Treatment Indications:

- ▶ Meibomian gland dysfunction
- ▶ Demodex
- ▶ Ocular Rosacea

Mask Colors:

- ▶ Blue Light Mask- Blepharitis/Demodex
- ▶ Red Light Mask- MGD

Aesthetic benefits:

- ▶ Reduction in redness
- ▶ Skin rejuvenation
- ▶ Wrinkle reduction
- ▶ Skin brightening



Photo courtesy of Dr. Michael Sher



Celluma Elite

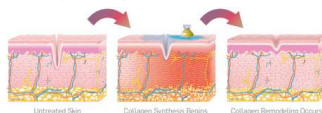
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Ocular Surface Disease Indication & Aesthetics Benefits

Radioactive Frequency (Photobimodulation)

- ▶ RF is a non ablative **elevation of dermal layer temperature** to at least 42 degrees Celsius resulting in **denaturation** of structural **collagen fibers** followed by contraction or **tightening of the skin**. Heat shock response from Dermal fibroblast-----Resulting in **net increase in collagen** upon cooling.

- ▶ Thermal injury causing new collagen production



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Ocular Surface Disease Indication & Aesthetics Benefits

► RF-Non-Ablative Radioactive frequency

Treatment Indications:

- Meibomian Gland Dysfunction

Aesthetic benefits:

- Skin tightening
- Improve periorbital wrinkles



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Kick Start Your Eye Spa

Design, develop, & Brand

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Build Out

► Investment-Phase 1- Outfit Room

- Outfit room - \$4000
- Spa supplies - \$2000

► Investment-Phase 2: Equipment Acquisition

- Thermal heat treatment - \$10,000-\$17,000
- Meibography scans- \$9,500-\$24,000
- Inflammadry or Tearlab - \$200-\$6500
- Intense Pulse Light Therapy - \$50,000-\$90,000
- RF - \$150,000-\$175,000

► Investment-Phase 3: Team Structure

- Hire Esthetician: Independent Contractor vs Employed
 - Profit-Sharing
 - Commission based
 - Hourly/salary
 - Train
- Hire Dry Eye Treatment Technician: Employed
 - Hourly/salary
 - Train



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Expand

- Investment- Phase 4: Service Menu
 - Dry Eye services:
 - Set fees/bundles
 - Aesthetic service:
 - Set fees/bundles
 - Separate scheduling/payment system
- Investment- Phase 5: Product Inventory
 - Cosmetic Products:
 - Make up
 - Skin care
 - Sunscreen
 - Lashes and accessories
 - Dry Eye/MSD Products:
 - Lid Hygiene
 - Supplements
 - Heated Mask
 - Drops
 - Affiliate Programs:
 - Patient-Online ordering patient form
 - Practice commission



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Product Inventory Management

Product	Manufacture	Products
Aesthetics Skincare/Anti-Aging		Oculaire, Beauty Counter, Ocusoft Zoria, Rodan & Fields, We Love Eyes, OpulanceMD, BrandMD, Eplonice
Aesthetics Cosmetics-Make up		Twenty/Twenty Beauty, Eyes Are The Story, Zoria, Beauty Counter
MSD/Blepharitis Lid Hygiene		Ocusoft, Lunovus, Oasis, Nulids, Scope, Doctors Formula Rx, We Love Eyes
Dry Eye Supplements		PRN, Lunovus, Eyetamins, Hydro Eyes, Sea Berry, Doctor's Formula Rx, Nordic Naturals
*Affiliate Programs		Twenty/Twenty Beauty, Eyes Are The Story, Dry Eye Rescue, We Love Eyes, OpulanceMD

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Revenue Potential

Visits	Estimated Revenue Potential
Office Visit 99 codes	\$12145 (Every 4-6 months)
Diagnostics Test	\$69-\$100 Melibography \$17-\$54 Ant Seg Photos \$16-\$18 MAMP \$22 Tear osmolality \$39 Topography
In-office treatments	\$100-\$150 Lid Cleaning Treatments \$150-\$250 Puncta Plugs \$1489.00-\$2532 Amniotic Membrane \$1200-\$1600 Intense Pulse Light \$600-\$1200 Thermal Heat \$1200-\$1500 Radiofrequency \$300-\$600 Low Light Level Therapy
Home treatments & Cosmetic Make up Sells	\$500-\$1000
Spa aesthetic Services	\$2000 and up
Affiliate Programs	\$500-\$1000

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Premier Dry Eye Spa

Manufacturers	Qty	Gross YTD Q1 & Q2 2022
ThermaMEDx	39	\$2,000.00
LUNOVUS	40	\$1,078.00
Twenty/Twenty Beauty	30	\$1,000.00
SCOPE	151	\$3,300
Oasis Tears & Mask	36	\$972.00
DoctoRx's Optimal Formula	30	\$730.00
Miss supplies	15	\$500.00
Natural Opth Women's Tears and Allergy drops	62	\$1,260.00
Eyetamins	36	\$1,500.00
Affiliate programs	n/a	\$500.00
Aesthetic Spa Services	n/a	\$5,000
TOTAL		-\$17,641(-\$35,282 OVER 4 QUARTERS)

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Ensure Success-Collaborate

- ▶ **Esthetician services**
 - ▶ Lash consults
 - ▶ Facials
- ▶ **Oculoplastic Ophthalmologist**
 - ▶ Blepharoplasty and injections
 - ▶ Conjunctivochalasis
- ▶ **Cataract/Cornea OMD**
 - ▶ Dry Eye Referral Source
- ▶ **Dermatology**
 - ▶ Dry Eye Referral Source



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Branding



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Branding



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Questions?



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