

BETADINE SOOTHING RELIEF Eye Allergy
contains Ectoin with unique cell membrane stabilizing property:

- ▶ Natural & novel molecule
- ▶ Safe long term use
- ▶ No side effects
- ▶ Free preservative
- ▶ Potential efficacy
- ▶ Suitable for contact lens wearers and sensitive eyes
- ▶ Suitable for use in risk groups including: pregnant and breast feeding women, infants, children, immune deficient patients and elderly
- ▶ Safe alternative for corticosteroid, antihistamine, decongestant eye drops and ointments
- ▶ Without any interactions with other eye drops or topical eye ointments

References:

1. Betadine Soothing Relief Eye Allergy. Product Insert Leaflet.
2. Lentzen, G. and Schwarz, T. (2006). Extremolytes: natural compounds from extremophiles for versatile applications. Applied Microbiology and Biotechnology, 72(4), pp.623-634.
3. Kunte, H., Lentzen, G. and Galinski, E. (2014). Industrial Production of the Cell Protectant Ectoine: Protection Mechanisms, Processes, and Products. Current Biotechnology, 3(1), pp.10-25.
4. Harishchandra, R., Wulff, S., Lentzen, G., Neuhaus, T. and Galla, H. (2010). The effect of compatible solute ectoines on the structural organization of lipid monolayer and bilayer membranes. Biophysical Chemistry, 150(1-3), pp.37-46.



**A Gift from Nature to Protect Eyes
against Allergens & Pathogens**

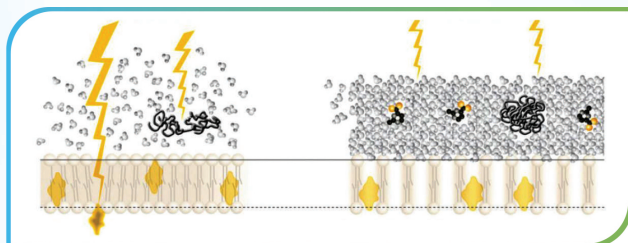
BETADINE™ SOOTHING RELIEF Eye Allergy

**WITH ECTOIN™
PVP-I FREE***



What is Ectoin mechanism of action?

A protective ingredient, small amino acid derivative molecule, has cosmotropic and hydrophilous properties designed by nature ^{1,2}



Regeneration of eye mucosa

Allocating time to epithelium to regenerate ³

Protection against allergens and pathogens

Providing a hydro complex barrier on eye mucosa

Cell membrane stabilization

Formation of stable Hydro complex with strengthened hydrogen bond and stabilizes intermolecular interactions in biomolecules, such as proteins and lipids ³

Anti-inflammation:

Prevention of stress mediator release which mediates inflammatory process ⁴

Safety profile

Mechanism of action without interacting pharmacologically nor binding to human receptors ^{2,3}

Hydration of eye mucosa

Providing a very stable hydro complex with water outside the cells creating a moist environment ^{2,3}

BETADINE SOOTHING RELIEF Eye Allergy indications:

- ▶ Treatment and prevention of allergic conjunctivitis typical symptoms such as eye itching, redness, tearing, chemosis, lid swelling, photophobia, blurred vision, irritation
- ▶ Treatment of eye mucosa epithelium dehydration resulting from allergic conjunctivitis, keratoconjunctivitis, eye surgeries, contact lenses, hot & cold weather, sicca syndrome, synthetic eye drops, face mask, long term mobile & computer use
- ▶ Regeneration of irritated and sensitive conjunctiva
- ▶ Protection of eye epithelium from harmful substances including allergens & pathogens (viruses, bacteria, ...)
- ▶ As add on therapy to corticosteroid, antihistamine, decongestant eye drops and ointments to smooth their side effects

