

Xiidra email snippet

Learn about dry eye disease.



[View in Browser](#)

ALL EYES ON DRY EYE AWARENESS MONTH




Do your eyes often feel itchy or gritty? Are you using over-the-counter eye drops several times a day? You may be suffering from dry eye – a chronic disease that's surprisingly common and usually treatable, with the right care. This Dry Eye Awareness Month, we're shining a light on the symptoms to help you see the possibility of relief.



DRY EYE IS NO JOKE FOR ACTOR KEN JEONG

Ken Jeong spent years playing characters on the big screen, but he was often acting like he didn't have dry, irritated eyes. It wasn't the bright lights, long hours, or uncomfortable contacts. It was dry eye disease. His doctor suggested twice-daily prescription Xiidra to target a source of inflammation that may cause symptoms. No more over-the-counter eye drops. No more underwhelming gels. Just the long-lasting relief Ken was looking for. And he hasn't looked back.

Xiidra Flashtalking banner





Over-the-counter eye drops* weren't cutting it,

*Over-the-counter eye drops = artificial tears

8/21 130796

What is Xiidra?
Xiidra is a prescription eye drop used to treat the signs and symptoms of dry eye disease.

Important Safety Information
Do not use Xiidra if you are allergic to any of its ingredients. See the medication guide.





So I found a drop that works differently.

8/21 130796

and an unusual taste sensation.

To help avoid eye injury or contamination of the solution, do not touch the container tip to your eye or any surface. If you wear contact lenses, remove them before using Xiidra and wait for at least 15 minutes before placing them back in your eyes.




Ask your eye doctor about prescription Xiidra.

LEARN MORE

8/21 130796

1.800.FDA.1088

For additional safety information, click the link in the post or visit Xiidra.com for **Full Prescribing Information and Patient Information** and discuss with your doctor.

