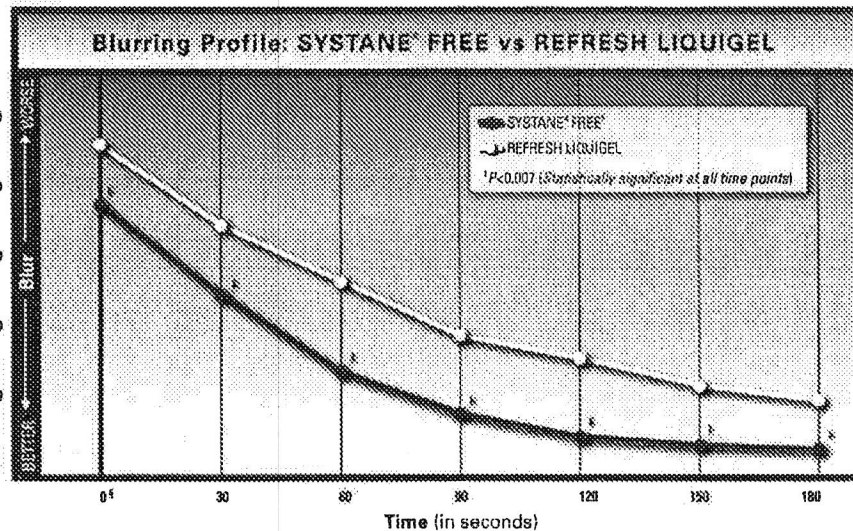


# New SYSTANE FREE, the minimal-blur liquid gel. Finally, gel-like protection with drop-like vision.

## Our blur profile is clearly superior.<sup>4</sup>

- SYSTANE® FREE Lubricant Eye Drops was significantly better at reducing the effects of blurring across all time points compared to REFRESH LIQUIGEL.<sup>14</sup>



<sup>1</sup>Immediately upon instillation

## Long-lasting relief day and night.

- SYSTANE® FREE lets your dry eye patients enjoy the greater protection and comfort of a gel anytime, day or night.<sup>5</sup>
  - Being preservative-free in the eye, SYSTANE® FREE is proven safe and gentle on the eye.<sup>2,3</sup>

## The gel choice is clear: New SYSTANE FREE.

### References:

1. Rosenthal R, Buck S, Schlech B. Rigorous microbiological testing of a multi-dose tear replacement formulation with no preservatives. Poster presented at: The Association for Research in Vision and Ophthalmology (ARVO); May 2005.
2. Rodeheaver D, Griffin J, Hendrix C, et al. Pre-clinical evaluation of a novel artificial tear (AT) for dry eye. Presented at: 4th International Conference on the Lacrimal Gland, Tear Film, Ocular Surface and Dry Eye Syndromes: Basic Science and Clinical Relevance; November 17-20, 2004; Fajardo, Puerto Rico.
3. Hoffman HM, Choi JH, Clousing DP, Uebel JL, Meadows DL. Pre-clinical in vitro testing of an artificial tear formulation with a novel preservation system. Accepted for presentation at: The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting; 2006; Fort Lauderdale, Fla.
4. Data on file. Alcon, Inc.
5. Christensen MT, Meadows DL, Stein JM, et al. A comparison of performance attributes between a new concept artificial tear and SYSTANE® Lubricant Eye Drops. Poster presented at: The Association for Research in Vision and Ophthalmology (ARVO); May 2005.

<sup>1</sup>Aminomethyl propanol.

<sup>1</sup>Trademark is the property of its owner.

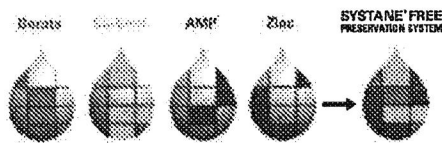
Alcon

The gel they've



## How does the *Preserving Action* of liquid gel SYSTANE FREE work?

### UNIQUE IONIC BUFFER SYSTEM



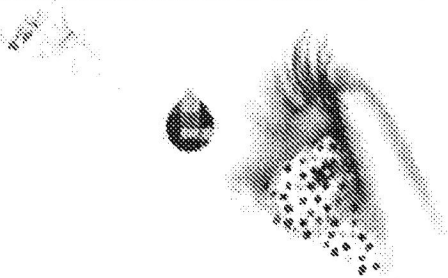
Every drop of SYSTANE® FREE contains ions and buffers commonly used in artificial tear solutions, including borate, sorbitol, AMP,\* and zinc. When these ions and buffers combine they form a proprietary ionic buffer system.

### SELF-PRESERVING ACTION IN THE BOTTLE



SYSTANE® FREE utilizes this ionic buffer system to achieve its preserving action. Borate and sorbitol combine with the divalent zinc ion, creating a hostile environment for microorganisms within the solution and effectively preventing microbial growth within the bottle.<sup>1</sup>

### PRESERVATIVE-FREE IN THE EYE



When SYSTANE® FREE comes into contact with ions such as potassium and sodium that naturally occur in tears, the ionic buffer preserving system becomes inactive, providing a preservative-free solution for your sensitive dry eye patients.<sup>2,3</sup>

**SYSTANE® FREE meets all preservative efficacy standards.**

With its unique ionic buffer system, SYSTANE® FREE meets all USP preservative efficacy standards by its ability to kill or impede the growth of: *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Escherichia coli*, *Aspergillus niger*, and *Candida albicans*.<sup>1</sup>