

BAUSCH + LOMB | EYE THERAPIES, LLC

***Slayback Pharma LLC et al.
Eye Therapies LLC et al.***

Patent Owner Eye Therapies, LLC's Demonstratives | February 27, 2023

Lumify - the #1 Eye Doctor Recommended Redness Reducer



SEE THE DIFFERENCE WITH LUMIFY
SIGNIFICANTLY REDUCE REDNESS



Use

- relieves redness of the eye due to minor eye irritations

EX-2191, EX-2055, EX-2081

Eye
reco

USE AS DIRE

Attributes of the Lumify Prior Commercial Redness

Lumify's Healthcare Provider-Facing Comparison with Competitors (E

HOW LUMIFY COMPARES



Other OTC redness relievers
($\alpha 1$ or $\alpha 1/\alpha 2$ -AR agonist)

Commonly associated with
rebound redness and tachyphylaxis

Non-selective vasoconstrictors
act on the arteriole, decreasing
blood and oxygen flow to
surrounding tissue.

VS



LUMIFY with low dose
(Selective $\alpha 2$ -AR agonist)

No tachyphylaxis
no rebound redness
when used

LUMIFY selects
the venule, alleviating
decrease of blood flow
to surround

Overview of Issues to be A

- **Petitioner failed to prove inherent anticipation**
 - radial keratotomy patients do not inevitably have
 - brimonidine administered with other drugs that cause hyperemia
 - “about 0.025%” does not encompass 0.03%
- **Petitioner’s obviousness arguments are hindered**
 - brimonidine caused redness
 - brimonidine whitening was concentration dependent
 - optimize upward, if at all
 - POSA would have increased, not decreased, the
- **Patented invention showed objective indicia**
 - unexpected superior results
 - industry praise and rapid commercial success for

Ground 1: Anticip

'553 Patent

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