BAUSCH + LOMB

# LUMIFY® Redness Reliever Eye Drops

An Advance in Redness Reduction:
Brimonidine Tartrate 0.025%

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# Agenda

- Rationale for Development
- Brief History of Brimonidine
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- US Clinical Development Program
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- Summary

# Rationale for Development of LUMIFY® Redness Reliever Eye Dr

**Historically, OTC vasoconstrictors are α1- or mixed α1-/α2-adrenergic receptor (α-AR) agonists**

- Selective α1-AR agonists (phenylephrine, tetrahydrozoline)
- Mixed α1/α2-AR agonists (naphazoline, oxymetazoline)
- Long-term use was generally restricted by tachyphylaxis, rebound redness, mydriasis and systemic adverse events (e.g. somnolence, dizziness)[1-4]

**α1-ARs predominantly expressed in ar vs. α2-ARs in veins[5,6]**

- Tachyphylaxis associated with internalization/downregulation of α1-AR
- Rebound redness associated with vasoconstrictor-induced tissue ischemia

1. Spector SL, Raizman MB. *J Allergy Clin Immunol*. 1994;94:134-6. 2. Tappeiner C et al. *Eur J Ophthalmol*. 2009;19:129-132. 3. Vaidyanathan S et al. *Am J Respir Critical Care Med*. 20
4. Soparkar CN et al. *Arch Ophthalmol*. 1997;115:34-8. 5. Corboz et al *Pulm Pharmacol Ther*. 2008;21:449-54. 6. Fratelli M, De Blasi A. *FEBS Lett*. 1987;212(1):149-53.

# Brief History of Brimonidine

**Brimonidine Tartrate is a selective α2-AR agonist**

**Used topically as Rx ophthalmic at concentrations >0.1% for lowering IOP in patien with OAG or OHT[1]**

- Acts on iris-ciliary body α2-ARs to lower IOP by reducing aqueous humor production[2]
- Also increases uveoscleral outflow over longer-term[3]

**Used topically as Rx dermal at 0.33% (gel) for treatment of persistent facial erythe rosacea[4]**

**Dose-dependent effect on conjunctival blood vessels**

- High doses → associated with hyperemia[5]
- Low doses → associated with conjunctival 'whitening or blanching'[6]

1. Rahman MQ et al. *Expert Opin Drug Saf*. 2010;9:483-92. Potter DE et al. *J Ocul Pharmacol*. 1990;6:251-7. 3. Toris CB et al. *Arch Ophthalmol*. 1995;113:1514-7. 4. Fowler J Jr et al. *J D Treatment*. 2013;12:650-6. 5. Melamed S, David R. *Clin Ther* 2000;22:103-11. 6. Data on file.

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