from Eye Therapies LLC, the technology was developed in collaboration with ORA Inc.

In a Phase II study, the new technology appeared effective in reducing ocular redness based on both clinician assessment and patient reporting. The rebound vasoconstriction associated with currently available treatments was not observed in this study. Additionally, onset of action was shown to be rapid, within 5 minutes, with a duration of effect lasting at least 4 hours. The formulation was found to be safe and well tolerated as dosed in the study, with no serious adverse events reported.

"The new low dose brimonidine formulation appears to provide greater microvessel constriction at mucosal surfaces and is thought to retain more optimal blood flow from larger feeder vessels," said Mark B. Abelson, MD, CM, FRCS, FARVO, clinical professor of ophthalmology at Harvard Medical School and senior clinical scientist at Schepens Eye Research Institute. "These are promising indications that this new technology may address some of the issues commonly seen in current therapies."