Industry news
Dianne Anderson, O.D.

The following information regarding new products or services is gathered from industry press releases and promotional materials. The information and websites are provided for informational purposes only and do not represent an endorsement or recommendation of the products or services by the AOA Contact Lens and Cornea Section.

Alcon
www.alcon.com

Alcon has released Ilevro™ Suspension, a new once-daily treatment option for pain and inflammation associated with cataract surgery. In two double masked, randomized clinical trials, Ilevro™ Suspension demonstrated superior clinical efficacy compared to its vehicle. Ilevro (nepafenac 0.3 percent) achieves once-daily dosing by increasing the concentration from Nevanac (nepafenac 0.1 percent). Ilevro comes in a 1.7mL bottle, whereas Nevanac is dispensed as 3 mL in a 4 mL bottle. Because Ilevro is a suspension, the bottle must be shaken before instillation. Its pediatric indication is down to age 10 years and its pH is approximately 6.8. "We are committed to developing products that continue to improve patient care," said Gary Menichini, vice president and general manager, U.S. Pharmaceuticals. "This launch represents the dedication of the R&D team to engineer an efficacious, innovative formulation with a reduced dosing regimen."

Bausch + Lomb
www.bausch.org

Bausch + Lomb announced a partnership with TheraPearl LLC, creator of Thera°Pearl hot and cold pack, to market the Bausch + Lomb Thera°Pearl Eye Mask, a new over-the-counter option for consumers suffering from a variety of common ailments, including the most common type of dry eye. The convenient Eye Mask can be used for hot and cold therapy by heating it in the microwave or chilling it in the freezer or refrigerator. Using a heated Bausch + Lomb Thera°Pearl Eye Mask can help loosen meibum, the oily secretion from the glands that line the eyelid, and works to protect the eye’s tear film by preventing evaporation of tears. The cold Eye Mask can be used to help alleviate symptoms such as puffy eyes, headaches, migraines, sinus discomfort, and swelling. With proper care, the Bausch + Lomb Thera°Pearl Eye Mask is pliable and reusable and features a face-hugging design that stays in place without dripping or leaking. Unlike other hot or cold eye mask options, the Bausch + Lomb Thera°Pearl Eye Mask delivers consistent hot or cold therapy in the therapeutic temperature range for the doctor-recommended period of treatment time (approximately 20 minutes at a time). The company plans to make the mask available to consumers in January 2014.

Blanchard Contact Lenses, Inc.
www.blanchardlab.com

Blanchard Contact Lens is expanding the geographical and seasonal availability of its “Beyond the Limbus” program, a rounded education seminar for those practitioners who fit or wish to fit scleral lenses. The program encompasses the Onefit P+A series and Onefit Cone series mini scleral design in addition to the MSD mini scleral lens. According to the company, the program’s success is attributed to the field of skilled and experienced OD instructors presenting, combined with interactive patient fits and patient feedback, small groups, and hands on instruction. Blanchard is currently hosting one-day seminars at the BCL Professional Development Center in Manchester, N.H., and has announced a schedule of one-day satellite seminars in Las Vegas, Nev. Manchester events will be held Oct. 5, 2013, and Nov. 9, 2013. The event schedule for Las Vegas includes: Oct. 12, 13, 2013; Oct. 19, 20, 2013; Jan. 18, 19, 2014; Feb. 22,
CooperVision® Avaira Toric lens parameters have been expanded to offer +0.25D to +6.00D sphere powers to correct for hyperopia. The lens is available in a base curve of 8.5mm and diameter of 14.5mm with cylinder powers of -0.75, -1.25 and -1.75; axis 10 to 180 in 10 degree steps. Avaira Toric is a 2-week replacement silicone hydrogel (enfolcon A 46 percent water) lens with natural wettable properties, a low modulus and high level of oxygen transmissibility (Dk/t=91). Avaira Toric offers optimized lens geometry with uniform ISO thickness and wide ballast design, plus a larger toric optic zone. Avaira also has a UVA blocker, limiting 75 percent of UVA and 99 percent of UVB rays.

The United States Patent and Trademark Office (USPTO) has issued U.S. Patent no. 8,501,800 on InSite Vision Incorporated's DuraSite 2 next-generation enhanced drug delivery system. According to InSite, DuraSite 2 provides a broad platform for developing topically delivered ocular drugs with enhanced tissue penetration to improve efficacy and dosing convenience. This patent will provide utility/composition of matter protection to 2029 for both the delivery system and the drugs that are formulated with DuraSite 2. The DuraSite and DuraSite 2 drug delivery systems extend the duration of drug retention on the surface of the eye, thereby reducing the frequency of treatment and improving the efficacy of topical drugs. The DuraSite platform is currently leveraged in two commercial products for the treatment of bacterial eye infections, AzaSite® (azithromycin ophthalmic solution) 1%, marketed in the U.S. by Merck, and Besivance® (besifloxacin ophthalmic suspension) 0.6%, marketed by Bausch + Lomb. InSite Vision is advancing a portfolio of novel preclinical- to clinical-stage ophthalmic products based on the DuraSite 2 platform through Phase 3 clinical studies: AzaSite Plus™ and DexaSite™ for the treatment of eye inflammation, and BromSite™ for pain and inflammation associated with ocular surgery.

SynergEyes, Inc. has appointed Peg Achenbach, O.D., vice president of Professional Services. Dr. Achenbach will be responsible for representing SynergEyes to the ECP community, developing programs to capture the voices of various key opinion leaders and increasing the company's presence and support within the profession. Prior to joining SynergEyes, Achenbach was chief medical and academic strategist at Contamac, Ltd. She also served as senior director of Professional and Medical Affairs at Vistakon and as manager of Worldwide Clinical Research at Bausch + Lomb. Dr. Achenbach also spent 16 years in private practice in various group practices across the United States and in solo practice in New Jersey. She is a graduate of Pacific University College of Optometry.

Dr. Anderson is a graduate of Indiana University and practices in suburban Chicago, Ill., specializing in keratoconus and post-surgical contact lens fit as well as corneal reshaping and anterior segment disease. She is a contributor to many optometric journals and a clinical investigator for new contact lens designs and diagnostic equipment.

Please close this browser window to return to the CLCS Newsletter.