



HYLO[®]

**YOUR
EYES.**

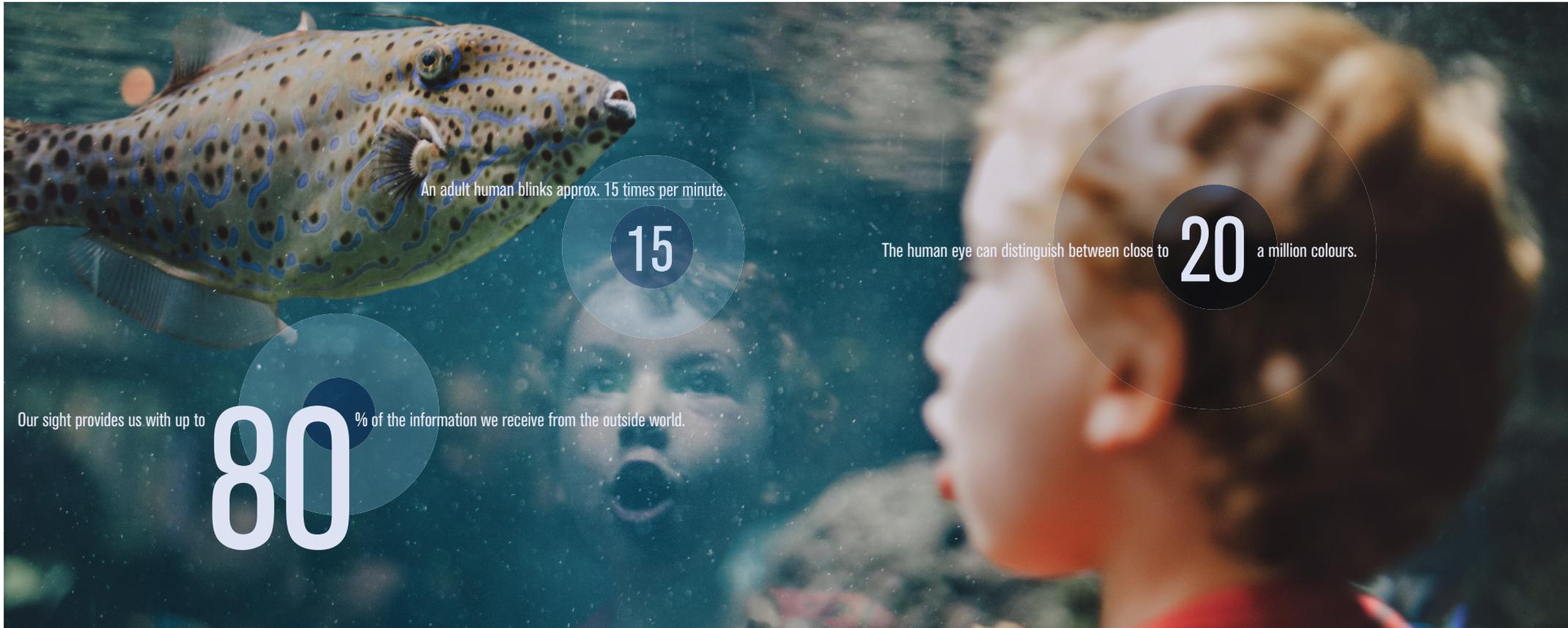
**OUR
VISION.**

**FOR BETTER
EYE HEALTH**

Detect, successfully
treat and proactively
protect from dry eye.

YOUR EYES.

OUR VISION.



An adult human blinks approx. 15 times per minute.

15

The human eye can distinguish between close to 20 a million colours.

20

Our sight provides us with up to 80 % of the information we receive from the outside world.

80

**Dear
Readers,**

In many ways, our eyes are our best friends. Our constant companions. They are our gateway to the world – they turn simple moments into experiences that will never be forgotten. Our first date. Our children's first steps. Our travels through beautiful cities of the world. We experience all

of these things through our eyes. And much more. Our eyes make all this possible to begin with. But there's one thing we always forget: What we take for granted demands a peak performance from our eyes every day. They are exposed to countless stresses and risks on a daily basis.

It's high time we gave them something back and protected and cared for them so that they stay efficient for the long haul.

How many people are affected?

More and more people are suffering from dry eye, also known as keratoconjunctivitis sicca syndrome. The number of those affected has more than doubled in the past twenty years. To date, around 14 million people have been diagnosed with this disease in Germany.¹

How do I know if I have dry eye?

Symptoms may vary widely. They make take the form of itchy, burning, tired and red eyes or a foreign body sensation (feeling as if there's something in your eye). Even if your eyes water, dry eye could be the cause. Depending on the severity of the dry eye, the cornea and conjunctiva may also be affected.

What are the causes of dry eye?

There are many different causes of dry eye. For example, dysfunction of the tear film, taking medications, diseases or environmental influences can all trigger the onset of symptoms. One of the main causes of dry eye is the increasing consumption of digital media.

DRY EYE HAS MANY FACES



FACTS

14,000,000¹

people in Germany have dry eye.

> 10 hours²

each day are spent looking at digital screens.

80%³

of the population are affected by digital eye strain.

One in five ophthalmology patients⁴

is diagnosed with dry eye.

¹ Reitmeir P, Linkohr B, Heier M et al. Common eye diseases in older adults of southern Germany: results from the KORA-Age Study. Age and Ageing (2017) 46:481-486

² www.bitkom.org/Presse/Presseinformation/Corona-sorgt-fuer-Digitalisierungsschub-in-deutschen-Haushalten

³ Kuratorium Gutes Sehen e.V. in Deutschland, June 2013, Screen use and effects on health

⁴ Berufsverband der Augenärzte Deutschlands e.V., "Trockene Augen [Dry Eye]", 2021

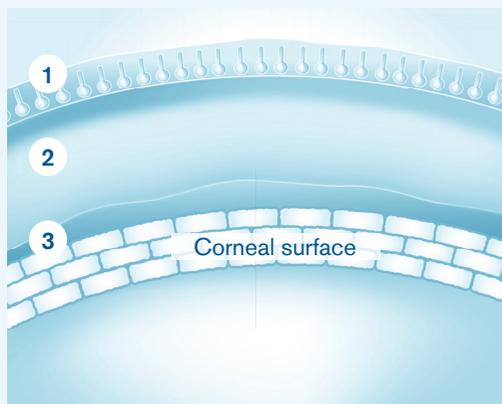
Why do screens cause so much eye strain?

Current screen time across society is now five to seven hours a day. The use of smartphones and tablets in particular, which makes up two-thirds of total media time, is particularly stressful for our eyes: looking at a screen significantly decreases how frequently we blink. When looking at a screen, we blink around only four times per minute instead of 15 times.

Regular blinking is crucial for the even distribution of tear fluid over the surface of the eye. If left untreated, the consequences of digital eye strain can lead to chronic dry eye, known as keratoconjunctivitis sicca syndrome.

That's why it's becoming more and more important to protect our eyes now.

WHAT MAKES UP THE TEAR FILM?



1. A thin lipid (fat) layer stops the underlying layer from evaporating (drying out).
2. The aqueous (watery) layer supplies the cells in the cornea and conjunctiva.
3. The mucin layer ensures optimum adhesion and transports oxygen and nutrients to the cells.



HOW DOES DRY EYE DEVELOP?

In order for our eyes to do their job properly, they must be moist. Our tear fluid takes care of that by lubricating the eyes and fulfilling multiple protective functions at the same time. The composition of the tear film protects our eyes from infections while at the same time rinsing foreign bodies out of the eye.

Blinking distributes the tear fluid evenly over the surface of the eye. In dry eyes, this cycle is disturbed: the composition or production of tear film is defective or the lipid layer no longer adequately prevents the evaporation of the tear film. As a result, the tear film can break up and common symptoms can occur.

HOW DOES DRY EYE MANIFEST? TYPICAL SYMPTOMS

Almost everyone knows what it feels like to have dry eye, but everyone describes it differently. Dry eye can trigger a number of different symptoms, and the pattern of

symptoms is specific to each person. Especially if these symptoms occur regularly, the reason behind them should be investigated with an ophthalmologist.



Itchy eyes



Red eyes



Foreign body sensation



Watery eyes



Tiring quickly



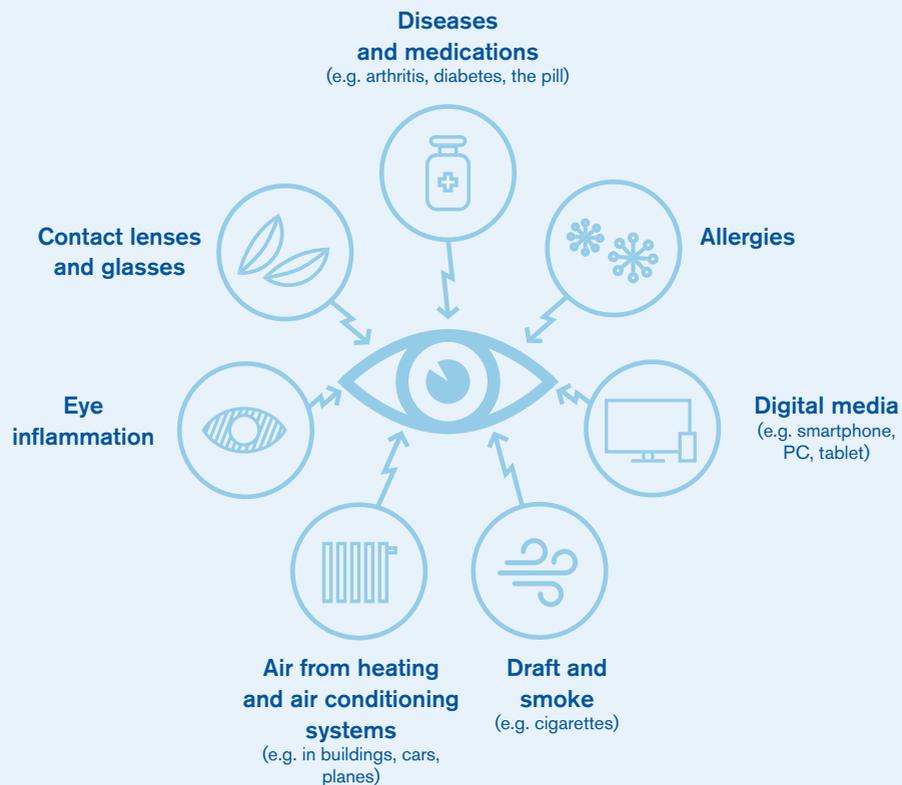
Burning eyes

Our eyes push themselves to their limits every day.

After all, our everyday life is full of factors that bother our most important sensory organ. That's why it's becoming more and more important to become aware of stresses and protect our eyes from them as effectively as possible.

STRESS FACTORS

WHAT CONDITIONS PROMOTE DRY EYE?



TIPS FOR DRY EYE AND SCREENS



Reduce screen time

Blinking rate decreases rapidly in front of a screen. Therefore, it's important to take regular breaks and reduce screen time as much as possible.



Eye drops

Eye drops give the eyes the moisture they need and also have a preventive effect against dry eye.



Relaxation

... is a time-saving technique that helps the eyes to relax after focused screen work. It involves focusing the eyes on an object 20 feet (around seven metres) away for 20 seconds every 20 minutes. By focusing into the distance, the eyes relax, blinking rate increases and the eye is better lubricated.

Our eyes also sometimes need a break. So it's a good idea to be kind to your eyes now and then and simply close them for a few seconds.



Don't forget to blink

Regular blinking distributes the tear film evenly over the surface of the eye. So conscious blinking (e.g. 10 seconds at a time) is important. This is the best place to start.

SUPER EYE FOOD

HOW CAN I SUPPORT MY EYES THROUGH
A HEALTHY DIET?



SUPER EYE FOOD

SUPER EYE FOOD

IMPORTANT VITAMINS AND TRACE ELEMENTS AN OVERVIEW

Our diet has a huge impact on our general health and our well-being. Therefore, it is obvious that an informed choice about diet impacts our eye health and our tear film.

VITAMIN A

Vitamin A and its precursor beta-carotene are required for sight. It can be found in foods such as carrots, tomatoes, beetroot and dairy products.

VITAMIN B12

Vitamin B12 is important for eye lubrication. It is found in meat products, especially in bovine kidneys, calf and pig liver.

VITAMIN E

Vitamin E is necessary to protect against cellular damage and dry eye. The vitamin can be found in foods such as wheatgerm oil, sunflower oil, peppers, spinach, redcurrants and mangos.

ZINC

Zinc is required for retinal metabolism and the eye cannot absorb any vitamin A without it. Foods such as pulses, wholegrain products, nuts and oysters contain zinc.

VITAMIN B2

Vitamin B2 protects the eyes from cellular damage and can be found in dairy products, wholegrain foods, broccoli and avocado.

VITAMIN B6

To maintain a functioning tear film, the eye needs vitamin B6, which is found in salmon, sardines, mackerel, goose, potatoes and kale.

VITAMIN C

Vitamin C plays an important role in a functioning tear film and in protecting against oxidative stress. It is found in acerola berries, rose hips, peppers and Brussels sprouts.

WE SHOW #AUGENINITIATIVE. DO YOU?

Whether it's in their everyday life, when exercising or at work: dry eye bothers a lot of people. The good news: Many people are already doing something to fight it and are showing **#Augeninitiative** [eye initiative]. The newest member of the **HYLO®brand family** is several times biathlon world champion and German Olympic medallist **Kati Wilhelm**. Now a sports journalist, she knows that her successes are directly related to her eyes' performance and, even after her active career, she does all she can to make sure they function as well as they can.

Professional darts player **Gabriel Clemens** also campaigns for greater eye awareness. In darts, success or failure often comes down to a few millimetres, and in addition to training, fully functioning eyes are the key to success. This is also true for the boys at **SK Gaming**, who don't want to leave anything to chance during their hours-long sessions in front of the PC and always fight to top the leader board with fresh eyes. Despite their young age, it is particularly important for them to do something for their eyes early. This keeps them at peak performance and able to play at world-class level for as long as possible.

Another member of the **HYLO®family** is the legendary striker **Giovane Élber**. Though his days on the pitch are long behind him, today he travels around the world as an ambassador for FC Bayern Munich. And what he always takes with him are healthy eyes and the message to show more **#Augeninitiative**.

But it's not just famous faces who are standing up for more awareness about our eyes. The **HYLO®** community is growing every day and more and more people are being kind to their eyes. Are you ready for more **#Augeninitiative?** Then join our community!

→ augeninitiative-zeigen.de



“It is incredibly important for us to look after our eyes more. When competing, I was always able to rely on them and of course want them to stay as they are.”

Kati Wilhelm

Several times Olympic medallist and biathlon expert with the German television channel ARD



“On the pitch, I always had a good eye for chances to score and which teammates were free to take a pass. Even now, after my active career, I pay a lot of attention to keeping my eyes healthy.”

Giovane Élber

Brand ambassador of FC Bayern Munich

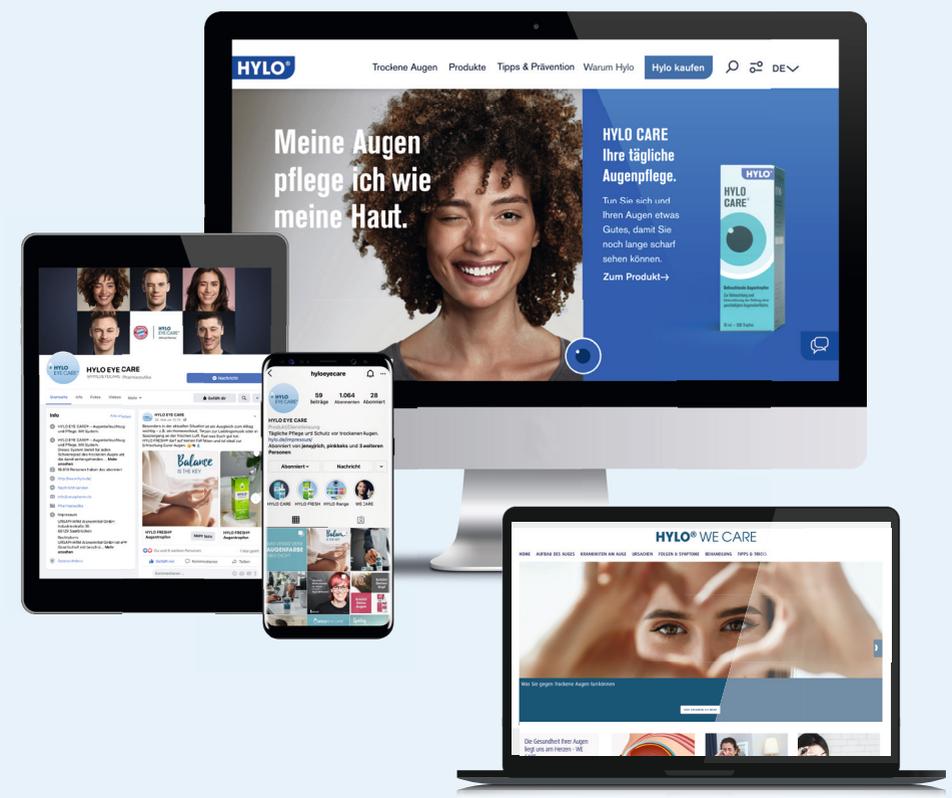
JOIN THE THE HYLO® FAMILY TODAY!



SOCIAL MEDIA



SOCIAL MEDIA



With our **#Augeninitiative**, we have a major goal in our sights. We want to help people improve their eye health. But, as with any project, there is a critical multiplier here too: community. Because together, goals that looked distant yesterday can look much closer tomorrow! Whether on Facebook or Instagram: The **HYLO®** community is

growing continuously. More and more people are showing **#Augeninitiative** and are campaigning for greater awareness of how we treat our eyes. You can also join our family and make sure you don't miss any eye-related information.

FOLLOW HYLO® ONLINE:



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HYLO.DE



HYLOWECARE.COM



HYLO EYE CARE®

NO. 1 IN EYE LUBRICATION IN GERMANY*



PERSONALISED TREATMENT OF DRY EYE...

...NOW WITH A NEW LOOK

HYLO®



THE NEW BRAND PRESENCE THE HYLO® PRODUCT FAMILY!



Turn the page now and find out more 

**YOUR EYES.
OUR VISION.**

OUR VISION

WE OFFER EVERYTHING YOUR EYES NEED.

Better eye health

Our eyes are our most important sensory organ and give us unique moments every day. As a market leader in eye lubrication, the health of your eyes is particularly important to us.

The number 1 in eye lubrication*

With our products, we pursue the goal of offering people exactly what they need to relieve the symptoms of dry eye. To this end, we bring everything we need under one roof and offer customers the right solutions for dry eye of all severities. These include products to refresh and care for the eyes every day as well as those that contribute to relieving symptoms of varying severity. Dry eye greatly limits quality of life.

Nothing but the best for your eyes

Our goal is to help those affected to alleviate their symptoms substantially and in doing so restore more quality of life. And even better: We explain the dangers of dry eye to people so that they are more careful with their eyes and use our products to prevent dry eye from developing. We are painstakingly working on this every day and are constantly researching new methods and innovative products to achieve our major goal.

Sight means life.

OUR VISION



THE RIGHT SOLUTION FOR DRY EYE OF ALL SEVERITY LEVELS



REFRESH



HYLO FRESH®
Rapidly refreshes and lubricates the eyes



CARE AND PREVENTION



HYLO CARE®
Protection against daily stress to the eye




TREATMENT

 <p>HYLO COMOD® Effective and long-lasting lubrication, tried and tested</p> 	 <p>HYLO GEL® Long-lasting lubrication for chronic symptoms</p> 	 <p>HYLO NIGHT® For night-time eye lubrication</p> 
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TREATMENT

 <p>HYLO DUAL® Lubrication and stabilisation of the tear film</p> 	 <p>HYLO DUAL INTENSE® Intensive lubrication and alleviation of symptoms of inflammation</p> 	 <p>HYLO PARIN® Soothing relief for irritated eyes</p> 	 <p>PARIN POS® Gentle help for irritated eyes during the night</p> 
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HYLO FRESH® – THE KICK OF FRESHNESS

HYLO®

- ✓ Alleviates mild symptoms such as occasional red or itchy eyes
- ✓ Refreshes tired or stressed eyes
- ✓ Containing 0.03% hyaluronic acid and Euphrasia
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening
- ✓ Can be used with contact lenses



Whether in the office, after long car rides or when playing on a console or PC – **HYLO FRESH®** eye drops give tired eyes the kick of freshness they need! Long-chain hyaluronic acid and Euphrasia provide rapid and direct support for the eye's natural tear film, thus relieving redness and itchiness, and are particularly suitable for occasional symptoms and signs of tiredness.



Anyone who spends time playing video consoles knows the feeling: Everything is going perfectly and then suddenly it all starts going wrong. In many cases, the culprit is tired and exhausted eyes. They're not just annoying, they can totally kill your game. When your eyes get worn out, your

own reaction time suffers and your ability to concentrate plummets. In addition to your own skill level, these are the two main decisive factors in whether you win or lose. That's where **HYLO FRESH®** joins the party – and quickly provides lasting lubrication for your eyes when they need it most.

HYLO CARE® – THE DAILY EYE CARE PRODUCT

HYLO®

- ✓ For foreign body sensation, itchiness or red eyes
- ✓ Relieves dry eye symptoms immediately and cares for cornea and conjunctiva
- ✓ Contains 0.1% hyaluronic acid and dexpanthenol
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening
- ✓ Can be used with contact lenses



HYLO CARE® eye drops provide relief for stressed eyes and quickly alleviate symptoms that can develop after a long day in front of a computer screen or in rooms with dry, heated air, for example. Highly viscous hyaluronic acid provides immediate eye lubrication and dexpanthenol helps to regenerate the cornea and conjunctiva thanks to additional moisturisation.



It's the same for our eyes as it is for our skin: Both benefit in the long term from regular care. For many of us, skincare is already an integral part of our daily routine. But we don't think about doing the same for our eyes. At times of ever-increasing daily stresses in particular, caring for our

eyes each day is essential when looking to the future. Preventive daily eye care in the form of moisturising eye drops can ensure that the eye surface remains healthy in the long term. Distressing symptoms can easily be avoided in this way.

HYLO COMOD® – THE CLASSIC

HYLO®

- ✓ For foreign body sensation, itchiness or red eyes
- ✓ Effective lubrication of the eyes in the face of moderate symptoms
- ✓ Contains 0.1% hyaluronic acid
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening
- ✓ Can be used with contact lenses



HYLO COMOD® is suitable for effective and reliable lubrication for mild to moderate dry eye. By supporting the natural tear film, the eyes are protected from damage due to drying out over the long term.

THE PATENTED COMOD® SYSTEM

The COMOD® system, an innovative, high-tech container, guarantees sterile eye drops, without the use of preservatives:

- ✓ Sterile eye drops without preservatives
- ✓ Precise dosing: exactly one drop per pump
- ✓ Excellent value for money with at least 300 drops/bottle
- ✓ Patented multi-chamber system with sophisticated valve technology



HOW DO I USE THE COMOD® SYSTEM?



STEP 1:
First, remove the protective cap. Then hold the bottle above your head and position it as shown.



STEP 2:
To make using the drops easier, use your free hand to support the hand holding the bottle for more stability.



STEP 3:
Tilt your head back, gently pull your lower lid down and instill the drops inside the lower eyelid by pressing on the bottom of the bottle. Then replace the protective cap.

HYLO GEL® – LONG-LASTING LUBRICATION

- ✓ Long-lasting lubrication in severe and chronic forms of dry eye
- ✓ Alleviates symptoms such as foreign body sensation, itchiness or red eyes
- ✓ Contains 0.2% hyaluronic acid
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening
- ✓ Can be used with contact lenses

HYLO NIGHT® – NIGHT-TIME PROTECTION

- ✓ Eye ointment with vitamin A for night-time eye lubrication
- ✓ Relieves the sensation of burning, dry or tired eyes
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening

HYLO®

HYLO GEL®

THE DAY-NIGHT COMBINATION



FOR DRY EYE

HYLO NIGHT®

Lubrication during the day.

In severe and chronic types of dry eye, in particular, a day-night combination of eye drops and eye ointment can be of help. **HYLO GEL®** has a highly intensive composition and provides reliable lubrication of the surface of the eye, preventing it from drying out and from any associated damage during the day.



Night-time protection.

Since the eyes do not produce much tear fluid while you are sleeping and regular lubrication of the eyes through eye drops is impossible at night, the surface of the eye needs long-lasting protection. Our **HYLO NIGHT®** eye ointment improves the tear film and protects the surface of the eye during the night.

HYLO DUAL® – LUBRICATION AND TEAR FILM STABILIZATION

- ✓ For dry, burning or irritated eyes
- ✓ With the dual mode of action of 0.05% hyaluronic acid and 2.0% ectoin
- ✓ Lubricates and provides long-term protection against drying out again by stabilising the tear film
- ✓ Supports the body's own barrier function against allergy-triggering substances
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening
- ✓ Can be used with contact lenses



THE DUAL MODE OF ACTION:

The combination of hyaluronic acid and ectoin in **HYLO DUAL®** and **HYLO DUAL INTENSE®** provides the eye with an intense and long-lasting tear film and sustainably prevents the eye from drying out again. This relieves the typical symptoms of itchiness and burning that occur as inflammatory reactions to environmental irritation. The addition of

HYLO DUAL INTENSE® – INTENSIVE TREATMENT FOR DRY EYE

- ✓ For chronically dry and irritated eyes with inflammatory symptoms
- ✓ With the dual mode of action of 0.2% hyaluronic acid and 2.0% ectoin
- ✓ Intensive lubrication and long-lasting relief of symptoms of inflammation
- ✓ Sustained protection against drying out again by stabilising the tear film
- ✓ Supports the body's own barrier function against inflammatory stimuli
- ✓ No preservatives or phosphates
- ✓ Can be used for 6 months after opening



ectoin increases water binding to the cells of the surface of the eye and thus supports the physiological barrier against external, inflammatory stimuli. Furthermore, ectoine helps stabilise the lipid layer in the tear film. This protects the eyes more effectively from fluid evaporation and the surface from drying out.



HYLO DUAL® AND HYLO DUAL INTENSE®

HYLO DUAL INTENSE®
A MODE OF ACTION WITH ACTION

**THE HYLO® PRODUCT FAMILY –
THE RIGHT SOLUTION FOR EVERY
SEVERITY LEVEL OF DRY EYE**

