

# NuSight Medical Business Development Tools



*NuLids... It's so easy you can do it with your eyes closed!*

**NuSight Medical®**  
Dry eye relief... In the blink of an eye

# NuLids Business Development Tools

## AVAILABLE PRODUCTS:

- ▶ Sample press releases
- ▶ Sample NuLids patient announcement letters
- ▶ Sample NuLids network announcement letters
- ▶ Waiting room videos
- ▶ Brochure/website photos
- ▶ Poster graphics
- ▶ Retractable display graphics
- ▶ Patient brochures
- ▶ Doctor Locator profile for patients
- ▶ Targeted Internet practice marketing assistance
- ▶ Social Media demand-pull campaign support

**NuLids® Press Release**

Contact: [Dr. Name or representative]  
[Phone #] and/or [email]

[Dr. Name/Practice name] offers new advanced dry eye treatment

NuLids® – novel medical device helps reduce dry eye discomfort with convenient at-home use

City, State [Dr. Name] now offers the NuLids® System for patients suffering from dry eye. This safe and effective, doctor directed therapy efficiently treats dry eye and helps reduce patient discomfort. NuLids gently massages and stimulates the Meibomian glands in the upper and lower lids restoring them to a healthier state, and thereby improving the signs and symptoms of dry eye.

"NuLids is an exciting new treatment for dry eye disease," said [Dr. Name]. "Patients will benefit from the improved tear film stability, comfort and lubrication that NuLids provides to combat dry eye. And since NuLids is sold only through licensed eye care practitioners like me, I can better control my patients' therapy and more closely supervise their treatment. Patients also really appreciate the convenience of using the device at home, on their own schedule."

"The three requirements that patients tell me they want in their dry eye therapy are: effectiveness, safety and convenience – and NuLids has all three," said [Dr. Name].

Effectiveness [Dr. Name] described how NuLids works for patients with dry eye. "About 80% of dry eye patients have compromised Meibomian gland function," said [Dr. Name]. This results in an unstable tear film and premature breakdown of the tear. The oil produced by the Meibomian glands forms an effective barrier to tear evaporation. NuLids aids in the production and flow of this oil from the gland. Studies show that NuLids can improve Meibomian gland function and increase output by 2x. Consequently, NuLids use shows an 83% improvement in Tear Film Breakup time – after just a few weeks of daily use. [Dr. Name] stated that NuLids has clinical information that supports its efficacy. In addition to improving tear breakup time, NuLids showed an 83% improvement in helping Meibomian glands to produce secretions. "This indicates that NuLids is working," said [Dr. Name] And it works quickly; patients see results in 30 days."

Safety "NuLids is a more natural, effective dry eye treatment," said [Dr. Name]. He/she explained that NuLids does not damage corneal tissue if the device accidentally touches it. NuLids' self-regulating design halts movement if too much pressure is applied to the eye lid or if it comes into contact with the eye. In fact, in the more than 4,000 eye lid treatments performed with NuLids, there has never been any incident or issue reported. "Also, NuLids is not pharmaceutical or steroid so there aren't any unknown side effects patients appreciate that safety too," he/she added.

Convenience Surveys indicate that patients found NuLids' oscillating tip more convenient than manual lid scrub treatments. In fact, in patient trials, 95% of users indicated that NuLids was easy to use. NuLids takes only one minute per day to use. Patients quickly adapt to the simple routine. NuLids fits into any busy schedule, so there's no need for patients to travel to the office for a treatment.

[Dr. Name] provided another reason patients like NuLids. It is cost-effective. "My patients have told me how expensive eye drops, lubricants, and pharmaceuticals are for them. NuLids offers effective, on-going relief for just a few dollars a week."

Dry eye affects more than 33% of Americans. It is a major reason for visits to the eye doctor. Dry eye is caused by a chronic lack of sufficient lubrication and moisture on the surface of the eye. The effects of dry eye include eye irritation, redness, and discomfort. In fact, dry eye affects more than 10 million Americans with significant dry eye symptoms.

"I am pleased to announce that NuLids is now available in my office," said [Dr. Name].

Contact us to:

**Feel the difference of NuLids®**

**Network Referral Letter**

Dear [Colleague Name],

I am excited to announce that my office has recently added the NuLids System to our dry treatment armamentarium. The System has proven a very effective means for helping fit individuals with chronic dry eye.

I don't know if you encounter many patients who complain of dry skin, dry mouth, have contact, or are taking certain medications that may be contributing to their dry eye. But would be happy to help.

NuLids is a simple, yet advanced, medical device that helps reduce dry eye discomfort. The NuLids System is fast and can be used from home so it can easily fit into a daily routine – the total treatment only takes one minute once a day. It's a very simple routine – just fit in brushing your teeth!

How does the NuLids System work?

NuLids gently massages and stimulates the Meibomian glands in the upper and lower eye and restores them to a healthier state – this is what improves the symptoms of dry eye. Patients have compromised function of their Meibomian Glands, it causes Evaporative Dry Eye. When this occurs, the quality and/or quantity of the oil produced by the Meibomian gland becomes insufficient or unstable causing premature tear evaporation.

NuLids was specifically designed to aid in the production and flow of this oil from these glands. In fact, NuLids has been proven to improve average tear film breakup time by 65% and help output by 83% after only a few weeks of use.

Moreover, the NuLids device is very safe. In the more than 4,000 eye lid treatments performed with NuLids, there has never been any reported incident or issue.

NuLids is also cost-effective. Eye drops, gels, manual lid scrubs, anti-inflammatory medications, and other eye treatments can be very expensive. NuLids offers effective, on-going relief for just a few dollars a week.

If you have any questions like the ones I am describing, please refer to my website for more information. I will be happy to do a high examination and suggest a treatment program to alleviate your symptoms. I will closely supervise their treatment and keep you well informed of their progress. NuLids is an ongoing – and very uncomfortable – problem. Patients who do not have their dry eyes again!

**NuLids Patient Announcement**

Dear (Patient Name),

I am very excited to announce that my office now offers you the NuLids System! NuLids is a simple, yet advanced, medical device that helps reduce dry eye discomfort. An because you can use the NuLids System from home and only takes one minute to use per day, it can easily fit into your daily routine! Once you receive a brief in-office orientation, you can easily maintain good meibomian gland health in-between office visits from home or while traveling.

How does the NuLids System work?

The NuLids System was specifically designed to aid in the production and flow of Meibum from the Meibomian glands. NuLids does this by gently massaging and stimulating the Meibomian glands in your upper and lower eye lids to a healthier state – this is what improves the symptoms of dry eye. Most of my patients experiencing dry eye have compromised Meibomian gland function (also known as evaporative Dry Eye). When this occurs, the quantity of the oil produced by the Meibomian glands becomes insufficient causing premature tear evaporation.

In fact, the NuLids System has been proven to improve average tear film breakup time and Meibum production by 83% after just a few weeks of use. Finally, NuLids is also cost-effective. Many of my patients have told me how expensive eye drops, gels, ointments, manual lid scrubs, masks, serum, and other eye treatments can be very expensive. NuLids offers effective, on-going relief for just a few dollars a week.

NuLids is supplied only with approval from your eye doctor. This therapy and closely supervise your treatment for maximum benefit. Make an appointment today to get NuLids! It's time to start a new chapter with comfortable eyes!

Contact us at:

NuLids by NuSight Medical

**NuLids**

Safe & Effective Treatment for Dry Eye



**DISPLAYS2GO**

**Doctor directed, at-home dry eye relief**

**Feel good about your eyes again!**

The easy to use device that helps relieve the discomfort of dry eye.

NuLids helps tears to work like they used to

- Cost-effective
- Safe
- Convenient
- Natural – no drugs or pharmaceuticals

Ask us about NuLids today!



**NuLids will transform your life.**

**NuLids®**

Doctor directed, at-home dry eye relief

This simple to use device helps reduce the misery and distress of dry eye. NuLids helps tears to work like they use Cost-effective \*\* Safe \*\* Convenient Natural – no drugs or pharmaceutical

Ask us about NuLids today!



**NuLids®**

Doctor directed, at-home dry eye relief

NuLids the easy to use device that helps relieve discomfort and symptoms of dry eye.

Ask us about NuLids today!

For more information visit [www.NuSightMedical.com](http://www.NuSightMedical.com) or call us

**Break the vicious cycle of dry eye**

Doctor prescribed at-home treatment that lets you take control of your dry eye.

**NuLids®**

