

Who SELLS IT Better?

Shire, Allergan landed big-name spokespersons for their dry eye campaigns.

BY LAURA STRAUB, EDITOR-IN-CHIEF

Two girl-next-door American actresses recently signed on with two different pharma companies—Shire and Allergan—to promote dry eye disease (DED) awareness.

Jennifer Aniston's educational awareness campaign for Shire uses the catchphrase *eyelove* in an attempt to raise awareness and understanding about chronic DED symptoms and to encourage women to discuss their DED symptoms with their eye doctors. The campaign's website, <http://www.myeeyelove.com>, showcases personal stories of

women with DED. There was also an eyelove art project event in New York City, which invited attendees to create artistic images of their eyes using a customized photo capture. The images were then broadcast onto a large screen.

Marisa Tomei's campaign for Allergan's blockbuster drug Restasis encourages individuals to take an online DED quiz by donating US\$1 for every quiz taken to Guide Dogs for the Blind. The quiz is available at <https://www.restasis.com/What-Is-Chronic-Dry-Eye-Disease/Take-the-Dry-Eye-Quiz>. ■

JENNIFER ANISTON

OR

MARISA TOMEI

it's time for some **eyelove**

Chronic Dry Eye symptoms don't have to take the fun out of what you love.

Eyelove is everything we love to do with our eyes. Eyelove also means knowing when it's time to see your eye doctor if your eyes are dry, itchy, burning, or if you have occasional blurry vision. Because it could be Chronic Dry Eye. If your eyes interrupt the things you love to do, show your eyes some eyelove. Chat with your eye doctor and feel the love at myeyelove.com

Shire

Restasis® (Cyclosporine Ophthalmic Emulsion) 0.05%

Resources | Important Safety

Make More of Your Own Real Tears

HOME CHRONIC DRY EYE DISEASE LEARN ABOUT RESTASIS® TAKE ACTION

Actress Marisa Tomei Shares Her Experience with Chronic Dry Eye

Chronic Dry Eye Disease

What Is Chronic Dry Eye Disease?

Healthy Eyes Need Tears

Treatment Options

Take the Dry Eye Quiz

Marisa Tomei Shares Her Experience with CDE

“ A few years ago, I began to notice that my eyes were bothering me throughout the day. At first, I thought it was just my contacts making my eyes dry, so I started using over the counter eye drops several times a day. I got to the point that I couldn't wear my contacts for very long due to the discomfort I was feeling, and it only seemed to get worse over time.

I finally decided it was time to see my eye doctor. She diagnosed me with a type of Chronic Dry Eye disease. I was relieved to finally learn there was a reason why my eyes were feeling so dry, and now I take RESTASIS® daily to help increase my eyes' natural ability to produce tears.

If you think you might have Chronic Dry Eye, I encourage you to talk with your eye doctor and see if RESTASIS® might be able to help.