

WHY PAY MORE? FOR UNIT-DOSE HYPROMELLOSE WHEN YOU CAN PAY

66% LESS WITH HYDROMOOR™

Latest news coverage have reported on the huge price increases of many commonly prescribed drugs with claims that prices have increased by up to 1000 percent over two years. These reports have sparked claims that the NHS are over-spending on a variety of these prescription drugs. Unit-dose hypromellose appears to be no different; with Hydromoor™ priced at £5.75, 66% less expensive than the leading brand priced at £16.95.

Hydromoor™, is Moorfields Pharmaceuticals first branded artificial tear which contains 0.3% hypromellose in a preservative-free unit dose.



Widely recognised as the number one first line treatment for the relief of symptoms of mild to moderate dry eye syndrome, Hydromoor™ 0.3% hypromellose will provide a cost competitive option bearing the name of one of the world's most respected ophthalmic hospitals – Moorfields.

Moorfields Hydromoor™ is preservative free, which means it is less likely to cause additional irritation and can be used by those who are sensitive to the preservatives in other kinds of eye drops. Moorfields Hydromoor™ can also be used by the wearers of rigid or gas permeable contact lenses.

Moorfields Pharmaceuticals has identified dry eye syndrome as a significant area of need and opportunity. It is a condition that increases not only with age, but it is also influenced by lifestyle and environmental factors. Mild cases often go untreated but symptoms can easily be relieved with preservative-free artificial tears, such as Hydromoor™

Moorfields Pharmaceuticals plans to focus on dry eye syndrome and launch a continuum of ocular lubricants and other therapies over the next 12 months.



Hydromoor™ carries a CE product mark and is classified as a medical device in the UK. The product can be ordered through pharmaceutical wholesalers such as AAH, Alliance, Phoenix and Sanger's using the PIP Code: 349-0174

For more information about Dry Eye Syndrome please visit, www.dryeyesmedical.com. The new health professional resource for the diagnosis and treatment of Dry Eye Syndrome.

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Hydromoor™ is a trademark of Moorfields Pharmaceuticals

Editor's Notes

Moorfields Pharmaceuticals is the pharmaceutical manufacturing facility of Moorfields Eye Hospital, one of the world's leading ophthalmic hospitals providing expertise in clinical care, research and education.

Moorfields has prepared products in response to clinical need for over 50 years and in the early 1990s it was identified as a revenue generating opportunity for the Moorfields Eye Hospital Trust.

In 2003 a purpose-built manufacturing facility was opened on a separate site next to Moorfields Eye Hospital.

MHRA licenses were awarded in 2004.

Moorfields Eye Hospital was awarded Foundation Trust status in April 2004 and Moorfields Pharmaceuticals was established as an autonomous business unit.

Moorfields Pharmaceuticals also produces the widest range of ophthalmic Specials in the UK with more than 120 formulations.