

Healthy Eyes Start with Clean Eyelids

Eyelids are critical to the health of the entire eye. However, our eyelids are susceptible to bacteria overpopulation which can lead to redness, irritation and inflammation of the eyelids. If left unaddressed, bacteria will continue to grow and may lead to ocular disorders.

Many eye care professionals recommend eyelid and eyelash cleansing as a first line therapy for common eye conditions including Dry Eye, Styes, Blepharitis and Contact Lens Intolerance.

Avenova has conducted studies demonstrating its effectiveness in removing bacteria from the skin around the eyelids and eyelashes¹. Cleansing your eyelids and eyelashes daily with Avenova can help keep your eyes healthy.

1. Stroman, D. W., Mintun, K., Epstein, A. B., Brimer, C. M., Patel, C. R., Branch, J. D., & Najafi-Tagol, K. (2017). Reduction in bacterial load using hypochlorous acid hygiene solution on ocular skin. *Clinical Ophthalmology* (Auckland, N.Z.), 11, 707–714.



**40 mL available by prescription only
(30 day supply)**

**20 mL available without a
prescription on avenova.com**

NovaBay pioneered the use of HOCl in the eye care market and has now been prescribed by thousands of eye care professionals, making it the **#1 prescribed HOCl product in the marketplace.**



Avenova®
(pure hypochlorous acid, 0.01%)
SPRAY SOLUTION



**Using Avenova on a daily basis to
cleanse your lids and lashes may
help with conditions such as:**

- Dry Eyes
- Blepharitis
- Styes
- Red, Itchy or Inflamed Eyelids



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Properties of Pure Hypochlorous Acid

- Produced by white blood cells as the first line of defense against infections
- Fast onset of action
- Kills a broad spectrum of bacteria
- Non-cytotoxic

Avenova has a unique and patented manufacturing process that produces the purest Hypochlorous Acid on the market. This purity is demonstrated by the fact we only have two ingredients:

- **0.01% Hypochlorous Acid**
- **Saline**

All other lid and lash sprays have bleach impurities. *Avenova has none.*

About Avenova?



Effective in removing bacteria commonly found on the lids and lashes



Clean formulation without extra buffers, preservatives, detergents, or bleach impurities



Gentle, refreshing and soothing for everyday use



Application Instructions

Direct Spray Application:

1. Wash your hands and remove makeup and/or lotions from around your eyes.
2. Close your eyes, apply 2 or 3 sprays of Avenova directly to the top of each eyelid.
3. Using a dry NovaWipe or clean cotton pad, gently wipe the base of your upper and lower eye lashes before opening your eyes.



Cotton Pad Application:

1. Wash your hands and remove makeup and/or lotions from around your eyes.
2. Spray Avenova onto a dry NovaWipe or clean cotton pad until moistened.
3. Close one eye, and use a horizontal motion to gently wipe the base of your upper eye lashes at least 3 times.
4. With your eye open, look up and gently wipe the base of your lower eye lashes with a horizontal motion at least 3 times.
5. With a new NovaWipe or clean cotton pad, repeat the same process for your other eye.



For best results, use twice daily.