

# Intersection of Dry Eye & Beauty

Design, Build, and Brand a Profitable Dry Eye Spa

Speaker Dr. Janelle Davison



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## Financial Disclosures

Dr. Janelle Davison has received honorarium from RVL Pharmaceuticals, IDOC Alliance, and Review of Optometric Business. She is on the advisory board for RVL Pharmaceuticals, IDOC Alliance, Twenty Twenty Beauty, Women in Optometry and Oculaire.

All relevant relationships have been mitigated.

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## Speaker: Dr. Janelle OD

- 2006 Graduate PCO
- 2001 Graduate XULA
- IDOC ALLIANCE Board Member
- Twenty/Twenty Visionary Board
- Women in Optometry Advisory Board
- Cobb County Work Based Learning Advisory Board Member
- Member of **Alpha Kappa Alpha Sorority, Inc.**
- **AOA, GOA, & NOA**

**Businesswoman: Founder/owner**

- Brilliant Eyes Vision Center
- Premier Eye Spa & Cosmetic Eye Care
- Paradeyem Optical Software
- S.C.O.R.E., INC. 501c3 nonprofit



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## Learning Objectives

- 1 Learn the definition of optometry aesthetics and what patient populations can benefit from services and how to collaborate with other health care professionals in the aesthetic space.
- 2 Learn about nonsurgical ocular aesthetic services to offer in practice.
- 3 Learn about ocular aesthetic equipment and the aesthetic benefits associated with each piece of equipment.
- 4 Learn how to manage common complications associated with popular aesthetic services.
- 5 Learn how to design, develop, brand and market your dry eye spa.
- 6 Learn how to create a retail product strategy to manage and sell aesthetic products.
- 7 Learn about tips for a successful implementation process to ensure ROI.

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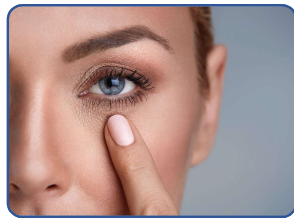
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## What is Optometry Aesthetics?



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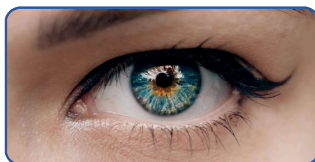
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## Optometry Aesthetics

- ▶ Non-surgical cosmetic/aesthetic enhancements for the periorbital skin and tissue around the eyes as well as specific anterior segment structures. Including but not limited to the: brows, eyebrow, eyelashes, eyelid, iris, and conjunctiva.



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A presentation slide with a white background. At the top, there is a horizontal line that is blue on the left and white on the right. Below this line, the text "Why Should you Care?" is written in a large, bold, black font. To the right of the text is a square image with rounded corners. The image has a pink upper half and a light blue lower half. In the center of the image is a black alarm clock with a white face and black numbers. The clock's hands indicate a time around 10:10. The clock is positioned on the blue surface, and its shadow is cast onto it.

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# Comprehensive Eyecare

A Venn diagram illustrating the components of Comprehensive Eyecare. It consists of four overlapping circles. The top circle is labeled "Vision". The bottom-left circle is labeled "Aesthetics". The bottom-right circle is labeled "Eye Health". The central area where all three circles overlap is labeled "Eyecare".

Slide credit: Dr. Selma McGhee

Speaker: Dr. Janelle Davison

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## Aesthetics: Space & Opportunity

### Whiter & Clearer Eyes – Dry Eye Treatment

- ▶ 16.4 million people have been diagnosed with DED.
- ▶ 6 million people not diagnosed with DED.
- ▶ 3 million are women and 1.68 million are men.

July 2017 American Journal of Ophthalmology

### Youthful Vision– Multifocal & Color Contacts

- ▶ GenX- 82 million (31-50 yrs.)
- ▶ Vision Correction (40 up)- 11% wear contacts. 82% wear glasses
- ▶ CTL wears prescribed MF (40 up)- 9%
- ▶ Cosmetic Contacts \$1.3 billion by 2024 only 6% of contact lens wearers

Global Market Insights

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## Aesthetics: Space & Opportunity

### Younger Clear Skin– Skincare & Facials

- ▶ 1.66 million Americans spent \$500 or more on skin care products.
- ▶ Rodan & Fields: \$1.5 billion in 2018 revenue.
- ▶ Beauty Counter: 100 million US in revenue 2018
- ▶ Mary Kay 3.6 billion US in 2018 revenue

Simmons National Consumer Survey

### Lash Volume– Extensions and Serums

- ▶ Lash Growth Serum: \$280 million US in 2018
- ▶ False Lashes: \$270 million in 2018.
  - ▶ Strip lashes
  - ▶ Magnetic lashes
    - ▶ Expected to reach 1.5 billion 2025.
- ▶ Most purchases made in local beauty supply stores or drug stores.

Nielson Study

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## Aesthetics: Space & Opportunity



- 70%** of Americans apply makeup or a cosmetic facial product at least once per week.
- 65%** of millennials rely on social media to influence beauty purchases
- 500** Million post per day related to beauty industry on SM

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## Cosmetics: Under Regulated



- ▶ Federal Food, Drug and Cosmetic Act-passed in 1938 is only legal regulation for cosmetic industry. Bans 30 ingredients from personal care products
- ▶ Labeling products as natural or organic does not qualify as misbranding.
- ▶ Does not require the FDA to recall potentially dangerous items or monitor the ingredients used in products.
- ▶ 1979 Senate Health Committee holds landmark hearing on cosmetic reform.

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## Practice Models Best Suited for Success

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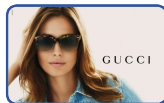
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## Practice Models Best Suited for Success

1. Offer services that easily tie into ocular aesthetics and cosmetics.
  - ▶ Specialty Contacts, Dry Eye, CRT, Luxury Frame lines, lens enhancements
2. Access to patient demographics seeking aesthetic services.
3. Practices exhibiting a robust referral process.



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## Services Easy to Implement

You are already doing optometry aesthetics; You just don't realize it!

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## Prevalence of Ptosis Patients

1 in 10  
Adults aged 50+ who have ptosis<sup>1</sup>

MILLION  
Estimated patients aged 50+ with ptosis in 2020 based on US population<sup>2</sup>

1. Sridharan DV, et al. Age Ageing. 1995;24(2):241-244. 2. US Census Bureau, Population Division, Table 9: Projections by sex and age for the United States: 2019 to 2050. NP2019-19, December 2019. Estimated US population over 50 years of age who possess calculated an estimated number of individuals aged 50 and older (US Census) multiplied by 1.5% prevalence observed in study by Sridharan et al.

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## Acquired Ptosis Can Have a Range of Risk Factors

**Risk factors**

Aging<sup>1-3</sup>    Contact lens wear<sup>4,5</sup>    Ocular surgery<sup>6</sup>    Trauma<sup>7</sup>    Underlying disease<sup>4,8</sup>    Periorbital neurotoxin injection<sup>9</sup>

Risk factors can contribute to aponeurotic or other forms of acquired ptosis (myogenic, neurogenic, mechanical, traumatic)

1. Farnsworth WH, et al. Age Ageing. 1995;24(2):241-244. 2. Hasegawa H, et al. J Clin Ophthalmol. 2008;28(142):145. 3. Kim MK, et al. Eye (Lond). 2007;21(9):940-946. 4. Hwang K, et al. J Craniofac Surg. 2007;28(1):14-17. 5. Berman L, et al. Clin Ophthalmol. 2010;3(2):207-208. 6. Wang S, et al. Oculw Rest. Clin Res Ophthalmol. 2019;20(7):387-404. 7. Friesen J, et al. J Craniofac Surg. 2009;24(1):10-14. 8. Friesen J, et al. J Craniofac Surg. 2009;24(1):10-14. 9. Friesen J, et al. J Craniofac Surg. 2009;24(1):10-14.

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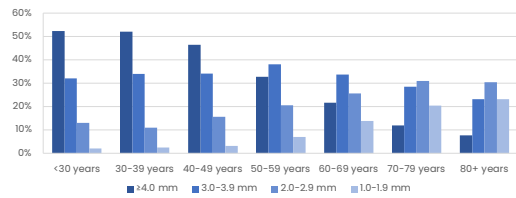
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## Severity of Ptosis Increases with Age

MRD-1 (mm) Right Eye



MRD-1 = Distance from lid margin to pupillary light reflex

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## Impact of Acquired Ptosis on Well-Being & Vision

### EMOTIONAL WELL-BEING Non-functional<sup>1,2</sup>

- Appearance Concerns**
  - Sleepy/ tired look, asymmetry
- Psychological Affects**
  - Anxiety or depression related to appearance

### VISION & PHYSICAL WELL-BEING Functional<sup>3</sup>

- Vision function & quality**
  - Blurry vision, HQAs
  - Difficulty with visual tasks (e.g. reading, watching TV, fine manual work, digital device use)
  - Decreased Visual Field
- Physical Discomfort**
  - Neck pain, brow ache, headaches, eye strain

1. Richards HG, et al. Eye. 2004;28:299-302. 2. Bachmann J, et al. Eye. 2020;35:2469-2481. 3. Fritzsche J. Aesthetic Plast Surg. 2003;57:152-154.

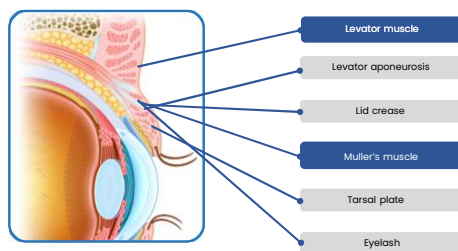
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## Lid Anatomy: Two Muscles Lift the Eyelid



Fritzsche J, et al. Aesth Plast Surg. 2003; 57:152-154.

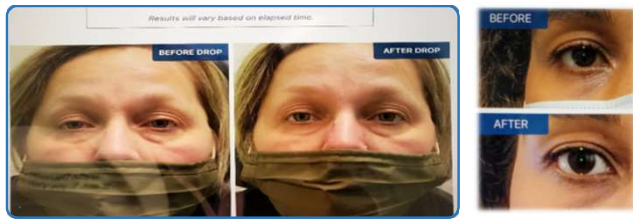
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## Oxymetazoline Hydrochloride ophthalmic solution 0.1%



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## Lid Hygiene

### BLEPHARITIS/ DEMODEX

**25 million**

patients that may have  
Demodex blepharitis

#### ► lid hygiene

Microblephexfoliation

- ABMax
- Lidpro
- BlephEx
- Zest
- Blephadex Swab



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## Lash Enhancement

### BIMATOPROST OPTHALMIC SOLUTION 0.03%



### LASH SERUM (DRUG FREE) CASTOR OIL



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## Lash Serums-Do's & Don'ts

*Drug Free	Prostaglandin Analogue	Synthetic Prostaglandin Analogue
Twenty/Twenty Beauty Get Growing Lash & Brow Serum	Latisse	Lash Boost
Oculaire Cleansing Lash Enhancing Serum		Xlash Eyelash Enhancer
Zoria Lash Intensifying Serum		RevitaLash
Ricinoic acid (Castor Oil) which has been shown to stimulate prostaglandin receptors that can lead to an increase in blood supply to hair follicles promoting hair growth.		M2 Lashes Eyelash activating serum
		Neulash

Isopropyl Cloprostenate-Belongs to the same class of actives used originally on glaucoma patients.  
No such thing as completely "Safe"

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## False Lashes

### Lash Extensions-Magnetic



\*Iodine levels Caution when removing

### Lash extensions-individual



Limit the number of fills and clean daily.

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## Makeup and the Ocular Surface – What ODs need to know



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## Cosmetics

**Ingredients to avoid**

FDA dictates that ingredients must be declared in descending order of predominance

- The problem: Any ingredient less than 1% of total volume may be listed in any order.

**Safe ingredients for eye makeup (shadow, liners, and mascara)**

- Safe ingredients for skincare
- Don't exacerbate OSD**
- Safe make remover
- Patient Safety Education
- Apps
  - Think Dirty, SkinSafe, CosmEthics, CodeCheck and Detox

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## Top 10 Toxins to Avoid in your Personal Care Products

Argireline (Acetyl Hexapeptide-3, Lipotec, Botox in a jar)	Benzalkonium Chloride BAK	BHA and BHT	Butylene Glycol	Ethylenediaminetetraacetic acid (EDTA)
Formaldehyde	IsoPropyl Cloprostate	Parabens (methyl-, isobutyl-, propyl- and others)	Phenoxyethanol	Retinol and Retinyl Palmitate

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## Why is CLEAN EYE Makeup so Important

- ▶ Eyelid skin is thinner than facial skin
- ▶ Damage to meibomian gland structure
- ▶ Damage to ocular surface



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## What does it mean to be CLEAN

- ▶ Free of Toxins
- ▶ Toxins cause: irritation, redness, inflammation, damage to the cells, and wrinkles
- ▶ Different from Organic, Vegan, Cruelty-free, Paraben-free...



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## Toxins Cause

- ▶ Parabens
  - Allergies/immunotoxicity
  - Endocrine disruption
  - Biochemical or cellular level changes
- ▶ Fragrance
- ▶ Allergies/immunotoxicity
  - Non-reproductive organ system toxicity
  - Ecotoxicology
  - Irritation (skin, eyes, or lungs)
- ▶ Alcohol
- ▶ Cancer
  - Developmental/reproductive toxicity
  - Enhanced skin absorption
  - Non-reproductive organ system toxicity



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## Safe Cosmetics & Skincare

SKINCARE

Active Ingredients List

SCULLED	Anti-Wrinkling Day Cream	Alereus™ Blend, Pyrogenol®P, Squelens, Biliary
LUNE	Anti-Wrinkling Night Cream	Alereus™ Blend, Pyrogenol®P, Biliary, Jilala Oil
MASSAGE	Anti-Wrinkling Cream	Alereus™ Blend, Biliary, Biliary, Biliary, Biliary
MASQUE	Anti-Wrinkling Mask	Alereus™ Blend, Green Tea Extract, Collagen, Collagen
LUX	Anti-Wrinkling Eye Cream	Alereus™ Blend, Pyrogenol®P, Pyridine
CLAR	Anti-Wrinkling Cream	Alereus™ Blend, Pyrogenol®P, Hyaluronic Acid
RADIANCE	Anti-Wrinkling Cream	Alereus™ Blend, Hyaluronic Acid, Laminarins
ACUTE D'OR	Anti-Wrinkling Cream	Alereus™ Blend, Hyaluronic Acid, Tea Tree Oil, Eucalyptus Oil
ACUTE D'OR - BLISS	Anti-Wrinkling Cream	Alereus™ Blend, Hyaluronic Acid, Jilala Oil
ELNIR	Anti-Wrinkling Cream	Alereus™ Blend, Caster Oil

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## Redness & Blurry Vision

### Anti-Redness

Brimonidine Tartrate oph sol. 0.025%

- FDA for Ocular Redness
- Administered one-two times daily
- OTC low dose (safe)

### Age-Related Blurry Near Vision

Pilocarpine HCl ophthalmic solution 1.25%

- Administered once Daily
- Reduces the pupil size creating pinhole effect
- Effective in 15 minutes
- FDA approved 40-55 yrs.
- FDA approved for age-related blurry near vision
- Rare association with Retina Detachments

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## Neurotoxins

### INJECTIONS

- Toxins
  - Botox, Dysport, Xeomin
  - Neuromodulators
  - Botulinum toxin type A
  - Last up to 4 months
  - Xeomin does not contain additives

### FILLERS

- Juvéderm and Restylane
  - Granular more cohesive- Restylane
  - Smoother Texture- Juvéderm tends to last longer
  - Produce smooth results due to the plumping effects of hyaluronic acid.

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## Optometry Aesthetics Managing Complications

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## Optometry Aesthetics Managing Complications

- ▶ Allergic Conjunctivitis from glue toxicity from false lashes
  - ▶ Avoid Cyanoacrylate (super glue) and formaldehyde derivatives.
  - ▶ Removal of lashes/Cool compresses/lid wipes/steroid/antibiotic combo ointment
- ▶ Blepharitis from false lashes and cosmetic makeup application
  - ▶ Clean lashes (Hypochlorous acid, Okra-bases or Tea tree oil) daily
  - ▶ In office cleaning
- ▶ Droopy Eyelid complications from injections
  - ▶ Paralysis of levator palpebral muscle
  - ▶ Prescribe oxymetazoline hydrochloride
- ▶ Hyper/hypo pigmentation from lash serums (prostaglandin)-
  - ▶ Increased Iris Pigmentation (hazel or heterochromatic) & Periocular skin darkening and enophthalmos "sunken eye"
  - ▶ Hyperemia
  - ▶ Discontinue

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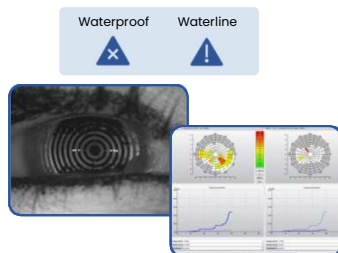
## Poor Cosmetic Habits

### Case:

- ▶ 46 BM
- ▶ Chief complaint: excessive tearing AM
- ▶ Osd1 14 mild
- ▶ Tear meniscus height low
- ▶ NITBUT OD ~2 secs  
OS ~4 secs

### Recommendations:

- ▶ Modification of behavior give alternatives
- ▶ Nightly lid cleaning and warm compress
- ▶ Perseverative free tears BID
- ▶ RTC in 30 days for additional testing-  
Meibography and check for improvement



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### Eyeliner Rules

**PENCIL**  
Pencil Eye Liners are Best

**SHARPEN**  
Sharpen after each use to reduce bacteria remaining on pencil

**BE**  
Liquid liners must be disposed of after 3 months



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### Never Tightline or Waterline



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### Optometry Aesthetics Managing Complications

The most common complication associated with eyelash extensions was allergic blepharitis (79%)



**Blepharitis**

**Allergic reaction to glue**



Recommend a 24-hour patch test- Performed by lash artist or esthetician prior to full lash service.

Masoud M, Moshierfar M, Shah T.J, Gomez AT, Avila MR, Ronquillo YC. Eyelid Cosmetic Enhancements and Their Associated Ocular Adverse Effects: Meta-Analysis. *Disorders Vision Neuro Ophthalmol*. 2019; 8(1):26-101. PMID: 31263720. PMCID: PMC6557928

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## Optometry Aesthetics Managing Complications

### Removal of lashes tool kit:

- ▶ Place drop of jojoba or coconut oil on your fingers and massage in lid margin
- ▶ Let set for 3-5 minutes
- ▶ Apply in-office warming heated mask for 10 minutes
- ▶ Use disposable lash brush to begin removing the lashes
- ▶ Repeat as needed until lashes are removed
- ▶ Send patient home with lid hygiene instructions

 Send back to Lash Artist to Remove with Solvent



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## Ocular Aesthetics Technology

Pulling the Dry Eye Thread-Dry Eye and Aesthetic Connection

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## Connecting The Dots: Treatment Indications & Benefits

### IPL (Intense Pulse Light)

- ▶ Non-ablative blood vessels **thrombosis**, meibum **heating** and **liquefaction**, photomodulation, **Demodex eradication**, secretion **modulation** of **pro and anti-inflammatory** molecules and matrix metalloproteinases suppression.
- ▶ **Non-laser** high intensity light sources that make use of a high-output flashlamp to produce a broad wavelength output of noncoherent light, usually in the **500 to 1200nm range**.
- ▶ In 2002, Toyos observed that patients treated with IPL showed improvement in MGD and DED.
  - ▶ Rolando Toyos Protocol
    - ▶ IPL treatment intensity from a low power of 8 J/cm<sup>2</sup>, and increases sequentially to a high power of 20 J/cm<sup>2</sup>, with higher power levels indicated as age and lid margin disease severity increase.

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## Ocular Surface Disease Indication & Aesthetics Benefits

► **Intense Pulse Light Therapy-Photomodulation**

**Treatment Indications:**

- Ocular Rosacea-Telangiectasias
- Meibomian gland dysfunction
- Dry Eye Disease

**Aesthetic Benefits**

- Reduce redness
- More even skin tone
- Decreased age spots
- Acne

FDA approved Optilight by Lumenis

Off-Label Thermulysse Plus IPL

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## Connecting The Dots: Treatment Indications & Benefits

**Low Level Light Therapy (photobiostimulation):**

► Light is absorbed in the cellular mitochondria and stimulates ATP production leading to an increased cellular action and enhanced cell vitality.

 **Stimulates production of collagen and elastin** absorbed by mitochondria and stimulates ATP increasing cellular action, enhancing its activity

 Solicit porphyrins to obtain a **bacteriostatic effect** with a consequent elimination of bacteria

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## Ocular Surface Disease Indication & Aesthetics Benefits

► **LLLT-low light level therapy**

**Treatment Indications:**

- Meibomian gland dysfunction
- Dermadox
- Ocular Rosacea

**Mask Colors:**

- Blue Light Mask- Blepharitis/Dermadox
- Red Light Mask- MGD

**Aesthetic benefits:**

- Reduction in redness
- Skin rejuvenation
- Wrinkle reduction
- Skin brightening

Photo courtesy of Dr. Michael Sher

Celluma Elite Off-label for DED

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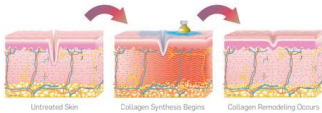
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## Ocular Surface Disease Indication & Aesthetics Benefits

**Radioactive Frequency (Photobimodulation)**

- RF is a non ablative **elevation of dermal layer temperature** to at least 42 degrees Celsius resulting in **denaturation** of structural **collagen fibers** followed by contraction or **tightening of the skin**. Heat shock response from Dermal fibroblast-----Resulting in **net increase in collagen** upon cooling.
- Thermal injury causing new collagen production



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## Ocular Surface Disease Indication & Aesthetics Benefits


**RF-Non-Ablative Radioactive frequency**

**Treatment Indications:**

- Melabomian Gland Dysfunction

**Aesthetic benefits:**

- Skin tightening
- Improve periorbital wrinkles



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## Kick Start Your Eye Spa

**Design, develop, & Brand**

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## Build Out

- ▶ **Investment- Phase 1- Outfit Room**
  - ▶ Outfit room - \$4000
  - ▶ Spa supplies - \$2000
- ▶ **Investment- Phase 2: Equipment Acquisition**
  - ▶ Thermal heat treatment - \$10,000-\$17,000
  - ▶ Meibography scans- \$3,500-\$24,000
  - ▶ Inflammadry or Tearlab - \$200-\$6500
  - ▶ Intense Pulse Light Therapy - \$50,000-\$90,000
  - ▶ RF - \$150,000-\$175,000
- ▶ **Investment- Phase 3: Team Structure**
  - ▶ Hire Esthetician: Independent Contractor vs Employed
    - ▶ Profit-Sharing
    - ▶ Commission based
    - ▶ Hourly/salary
    - ▶ Train
  - ▶ Hire Dry Eye Treatment Technician: Employed
    - ▶ Hourly/salary
    - ▶ Train



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## Expand

- ▶ **Investment- Phase 4: Service Menu**
  - ▶ Dry Eye services:
    - ▶ Set fees/bundles
  - ▶ Aesthetic service:
    - ▶ Set fees/bundles
    - ▶ Separate scheduling/payment system
- ▶ **Investment- Phase 5: Product Inventory**
  - ▶ Cosmetic Products:
    - ▶ Make up
    - ▶ Skin care
    - ▶ Sunscreen
    - ▶ Lashes and accessories
  - ▶ Dry Eye/MGD Products:
    - ▶ Lid Hygiene
    - ▶ Supplements
    - ▶ Heated Mask
    - ▶ Drops
  - ▶ Affiliate Programs:
    - ▶ Patient-Online ordering patient form
    - ▶ Practice commission



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## Product Inventory Management

Product Manufacture	Products
<b>Aesthetics Skincare/Anti-Aging</b>	Oculaire, Beauty Counter, Ocusoft Zoria, Rodan & Fields, We Love Eyes, OpulanceMD, BrandMD, Epionce
<b>Aesthetics Cosmetics-Make up</b>	Twenty/Twenty Beauty, Eyes Are The Story, Zoria, Beauty Counter
<b>MGD/Blepharitis Lid Hygiene</b>	Ocusoft, Lunovus, Oasis, Nulids, Scope, Doctors Formula Rx, We Love Eyes
<b>Dry Eye Supplements</b>	PRN, Lunovus, Eyetamins, Hydro Eyes, Sea Berry, Doctor's Formula Rx, Nordic Naturals
<b>*Affiliate Programs</b>	Twenty/Twenty Beauty, Eyes Are The Story, Dry Eye Rescue, We Love Eyes, OpulanceMD

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## Revenue Potential

Visits	Estimated Revenue Potential
Office Visit 99 codes	\$121.45 (Every 4-6 months)
Diagnostics Test	\$69-\$100 Meibography \$17-\$54 Ant Seg. Photos \$16--\$18 MMPs \$22 Tear osmolarity \$39 Topography
In-office treatments	\$100-\$150 Lid Cleaning Treatments \$150-\$250 Puncta Plugs \$1,489.00-\$2,332 Amniotic Membrane \$1,200-\$1,600 Intense Pulse Light \$600-\$1,200 Thermal Heat \$1,200-\$1,500 Radiofrequency \$300-\$600 Low Light Level Therapy
Home treatments & Cosmetic Make up Sells	\$500-\$1000
Spa aesthetic Services	\$2000 and up
Affiliate Programs	\$500-\$1000

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## Premier Dry Eye Spa

Manufacturers	Qty	Gross Revenue Potential
ThermaMEDx	39	\$2,000.00
LUNOVUS	40	\$1,078.00
Twenty/Twenty Beauty	30	\$1,000.00
SCOPE	151	\$3,300
Oasis Tears & Mask	36	\$972.00
DoctRx's Optimal Formula	30	\$730.00
Miss supplies	15	\$500.00
Natural Opth Women's Tears and Allergy drops	62	\$1,260.00
Eyetamins	36	\$1,301.00
Affiliate programs	n/a	\$500.00
Aesthetic Spa Services	n/a	\$5,000

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## Ensure Success-Collaborate

- ▶ **Esthetician services**
  - ▶ Lash consults
  - ▶ Facials
- ▶ **Oculoplastic Ophthalmologist**
  - ▶ Blepharoplasty and injections
  - ▶ Conjunctivochalasis
- ▶ **Cataract/Cornea OMD**
  - ▶ Dry Eye Referral Source
- ▶ **Dermatology**
  - ▶ Dry Eye Referral Source



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## Branding

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## Questions?

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