

Now available for immediate purchase . . .

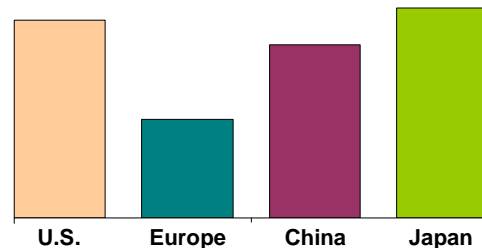
2010 INTERNATIONAL Study of EYE HEALTH & VISION CARE Dry Eye Sufferer Survey

This report provides international marketers with the prevalence of dry eye in Western Europe, China and Japan along with a detailed exploration of dry eye sufferer experiences with dry eye, attitudes toward this condition and treatments used. Among the findings reported are...

- Dry eye prevalence, frequency and duration of condition, perceived causes, etc.
- Attitudes toward dry eye and treatments available
- Treatments ever tried and currently using, including dietary supplements
- Treatment brand awareness and use
- Brand satisfaction
- Treatment product usage patterns, including outlets shopped
- Role of healthcare professional in treatment of dry eye

REPORT EXCERPT

"A greater proportion of adults report experiencing general eye dryness than have actually been diagnosed with dry eye syndrome by a healthcare professional. Dryness appears to be less prevalent in Europe than in the other countries surveyed."



Offered in its entirety or separately for **WESTERN EUROPE (France, Germany, Italy and the United Kingdom)** or **ASIA (China and Japan)**, all reports incorporate selected comparative data from a similar study in the United States, also conducted in 2010.

Europe – \$13,500. Asia – \$19,300. Europe & Asia – \$29,500.
(subject to New Jersey or New York sales tax where applicable)

IN ADDITION TO THE GENERAL POPULATION LANDSCAPE SURVEY DESCRIBED HERE, RELATED REPORTS ARE AVAILABLE FOR THE SAME COUNTRIES/WORLD REGIONS FOCUSED ON SPECIFIC EYE HEALTH AND VISION CARE CATEGORIES INCLUDING:

Landscape Study of Overall Eye Health & Vision Care
OTC Eye Drop Use Eye Health Supplements

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

KAREN BUNDY, VP of Food Beverage & Nutrition Marketing Karen.Bundy@multisponsor.com

To help clients meet specific market research needs, Multi-sponsor Surveys offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.). Contact us for timing, cost and availability.

MULTI SPONSOR
Surveys inc

Report issued: June 2010
MS29038

136 WALL STREET
PRINCETON, NJ 08540

www.multisponsor.com

609-924-7772
FAX: 609-924-1119