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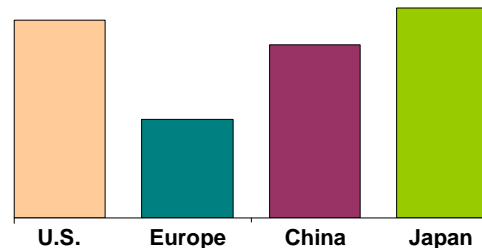
# 2010 INTERNATIONAL Study of EYE HEALTH & VISION CARE Dry Eye Sufferer Survey

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:

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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.

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