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Reminder to Complete Your Session Evaluations!

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



1

Makeup and the Ocular Surface

A captivating exploration of the complex relationship between beauty and the eye care world, where the line between the two is often blurred.

Selina R. McGee, OD, FAAO
Pamela E. Theriot, OD, FAAO



2

Financial Disclosures For Selina R. McGee, OD, FAAO

- Allergan-Speaker/Consultant
- Alderya-Consultant
- Avellino-Consultant
- Bausch & Lomb-Speaker/Consultant
- Bruder-Consultant
- Cynosure-Speaker/Consultant
- Dompe-Speaker/Consultant
- Eyevance-Consultant
- Horizon-Consultant
- Lumenis-Speaker/Consultant
- Ocuphire-Consultant
- Optovue-Speaker/Consultant
- Osmotica-Speaker/Consultant
- Oyster Point-Speaker/Consultant
- Compulink-Consultant
- Novartis-Speaker/Consultant
- Versant-Consultant
- Visus-Consultant
- Science Based Health-Speaker/Consultant
- Sight Science-Consultant
- Sun-Speaker/Consultant
- Tarsus-Speaker/Consultant
- Thea-Consultant
- Topcon-Consultant
- Zeiss-Consultant

All financial relationships have been mitigated.

3

Selina McGee, OD, FAAO

- BeSpoke Vision
 - Founder, Chief Optometrist
- Intrepid Eye Society
 - Past President
- Oklahoma Association of Optometric Physicians
 - President 2019 - 2020
- Contact Lens Excellence Award
 - Alcon, Vistakon, and Ciba Vision
- Modern Optometry
 - Chief Medical Editor
- Young Optometrist of the Year
 - Oklahoma 2012



4

Pam Theriot - Financial Disclosures

Speaker Bureau:

RVL Pharmaceuticals
Viatris Pharmaceuticals
Johnson & Johnson Vision
Sun Pharma
Lumenis Be
Tarsus Pharmaceuticals
Dompe
Alcon
Abbvie
Brand Ambassador:
Eyes are the Story
UNClog Mask

KOL/Consultant:

Novartis
Merakris Therapeutics
Scope Eyecare
NuLids
Tear Film and Ocular Surface Society, Public Awareness Committee Member
Twenty/Twenty Beauty
NovaBay
Mallinckrodt Pharmaceuticals
Bruder Healthcare Company

*All relevant financial relationships have been mitigated. The content of this COPE-accredited CE activity was planned and prepared independently by Pamela Theriot, OD, FAAO without input from members of an ineligible company.

5

Pam Theriot, OD, FAAO

- Lusk Eye Specialists
 - Clinical Director of Dry Eye Relief Center
- TFOS Lifestyle Workshop:
 - Public Awareness committee Member
- TEDx Grandview Heights – January 2025
 - Daily Habits for Clear Vision in the Digital Age
- 2026 Dry Eye Columnist
 - Optometric Management
- Author
 - Alleviate Dry Eye
- Website / Blog / Courses
 - www.pamtheriot.com



6

1

7

Why are we here?

- Cosmetics and the Ocular Surface**
Cosmetic and personal care products have become an integral part of many people's daily routines. However, the use of these products, especially around the delicate eye area, can have significant impacts on the health and function of the ocular surface.
- Understanding the Risks**
It is important to understand the potential risks associated with the use of cosmetics, such as the presence of carcinogens, endocrine disruptors, neurotoxins, and reproductive toxins in some formulations. These ingredients can have adverse effects on the eyes and surrounding tissues.
- Promoting Ocular Health**
By raising awareness about the potential issues and educating consumers on safer alternatives, we can help promote the overall health and well-being of the ocular surface and prevent long-term complications from the use of certain cosmetic products.



8

A Brief History

- 1 The Cosmetic Act-FDA 1938

The Cosmetic Act was established by the FDA in 1938, laying the foundation for the regulation of cosmetic products in the United States.
- 2 Lack of Safety Requirements

Companies and individuals who manufacture or market cosmetics have a legal responsibility to ensure the safety of their products. However, the law does not require specific tests to demonstrate the safety of individual products or ingredients, nor does it require cosmetic companies to share their safety information with the FDA.
- 3 Regulatory Differences

The United States has only 11 banned chemicals in cosmetics, while the European Union has over 1,300 banned chemicals, highlighting the significant differences in cosmetic regulations between the two regions.



9

MOCRA

The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) was signed into law on December 29, 2022.

1 This law overhauls existing cosmetic regulations, requiring the FDA to establish Good Manufacturing Practices for all cosmetics manufacturers.

2 It also mandates reporting of adverse health events and testing of asbestos levels.

3 Cosmetic listings will be made through an online portal without requiring Structured Product Labeling (SPL).

4 These requirements will be enforced on December 29, 2023.

5 This is the first major change to cosmetics regulations since 1938.



10

<h1>How will MoCRA affect Manufacturers?</h1>	
<h3>Establishment/Facility Registrations</h3> <p>MoCRA creates new standards and requirements that cosmetic and personal care product manufacturers will be held to. These standards will be enforced by the FDA, including the need for establishment and facility registrations.</p>	<h3>Product Listings</h3> <p>Manufacturers will be required to provide product listings to the FDA under the new MoCRA regulations.</p>
<h3>Adverse Event Reporting</h3> <p>MoCRA mandates that manufacturers report any adverse events related to their cosmetic and personal care products to the FDA.</p>	<h3>Version Tracking and Safety Tracking</h3> <p>Manufacturers will need to implement systems for tracking product versions and safety data to comply with the new MoCRA requirements.</p>

11

Additionally, failure to comply with certain FDA requirements

12

What is a cosmetic?

A cosmetic is any product that is intended to cleanse, beautify, enhance attractiveness, or change appearance without impacting the body's structure or functions.



13

What does a Cosmetic do?

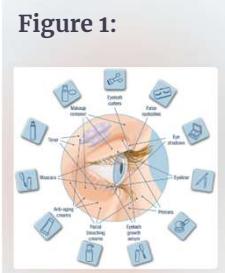
1	Cleansing, anti-aging, and beautifying	2	Risks
			<ul style="list-style-type: none">• Containing carcinogens• Endocrine disruptors• Neurotoxins• Reproductive toxins



14

What are the beasts?

1	Cosmetics	2	Habits
	As defined by the FDA: Product intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or function		Can be hard to break
3	Lash Love		



15

TFOS Lifestyle Workshop TOXIC INGREDIENTS

- Acetyl hexapeptide
- Acrylates
- 2-Bromo-2-nitropropane-1, 3-diol
- Benzalkonium chloride
- Benzophenone
- Butylated hydroxyanisole
- Butylated hydroxytoluene
- Butylene glycol
- Caffeine
- Carbon black (D&C Black No. 2)
- Carnauba wax
- Castor oil
- Chlorhexidine digluconate
- Chlorphenesin
- Cocamide diethanolamine
- Cocamidopropyl betaine
- Cyclopentasiloxane (cyclomethicone)
- Cysteamine
- Dehydroacetic acid
- Diamond dust/powder
- Diazolidinyl urea
- Diethanolamine
- DMDM hydantoin [1,3-Bis (hydroxy-methyl)-5,5-dimethylimidazolidine-2,4-dione]
- Ethanolamine
- Ethylhexylglycerin
- Ferulic acid
- Formaldehyde-releasing compounds
- Gold
- Glycolic acid
- Imidazolidinyl urea
- Isopropyl alcohol
- Kohl (lead-containing)
- Kojic acid
- Lanolin

16

TFOS Lifestyle Workshop TOXIC INGREDIENTS

- Methylidibromo glutaronitrile
- Methylisothiazolinone
- Nylon
- Paraben (for example, ethylparaben & methylparaben)
- Para-phenylenediamine
- Per- and poly-fluoroalkyl substances
- Petroleum
- Phenoxethanol
- Phenylethyl resorcinol
- Phthalate
- Polyethylene glycol
- Polymethyl methacrylate
- Prostaglandin analogues (for example, isopropyl cloprostenate) Quaternium-15
- Retinoids (Vitamin A metabolites, such as 13-cis retinoic acid; isotretinoin)
- Salicylic acid
- Shellac
- Sodium benzoate
- Sodium hydroxy-methylglycinate
- Sodium laureth sulfate
- Sorbic acid
- Talc
- Tea tree oil and terpinen-4-ol
- Thimerosal
- Triclosan
- Triethanolamine

Sullivan DA, da Costa AX, Del Duca E, Doll T, Grupcheva CN, Lazreg S, Liu SH, McGee SR, Murthy R, Narang P, Ng A, Nisticò S, O'Dell L, Roos J, Shen J, Markoulli M. TFOS Lifestyle: Impact of cosmetics on the ocular surface. *Ocul Surf*. 2023 Jul;29:77-130. doi: 10.1016/j.jtos.2023.04.005. Epub 2023 Apr 13.

17

Formaldehyde Donors

High formaldehyde-emitting products



18

Toxic ingredients cause



- Redness, irritation, inflammation and allergic reaction
- Minimal irritation over time can lead to bigger problems overtime
- Chronic inflammation causes conjunctival chalasis, papillary reaction, increased osmolarity of the tears, and dry eye disease

19



Eyelid Health

- Bacteria and Bugs-Blepharitis
- Habits
- Ocular Eyelid Hygiene

20



21

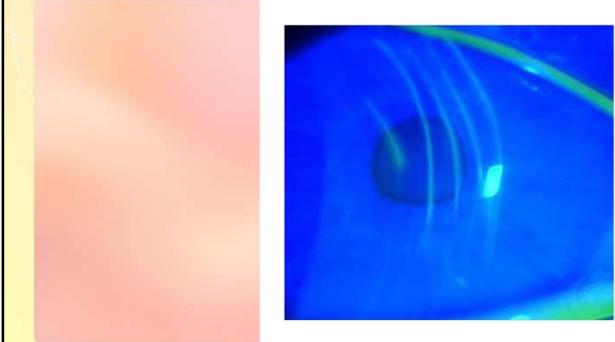


22

Eyelash Extensions



23



24

Nylon Fibers in Mascara

- Moodstruck 3D Fiber Lashes
- several 1mm long fibers on the conjunctiva
- 6 fibers lodged in the subconjunctival space
- sharp enough to enter subconjunctival space
- reactivity could be partly due to the chemicals coating the nylon fibers
- \$3M CLASS ACTION LAWSUIT FOR FALSE CLAIMS: "NATURAL FIBERS"

Dowlati et al, JAMA Ophthalmic 2018;136(1)



25

MASCARA and ingredients To Avoid



26

Eyelash Extensions

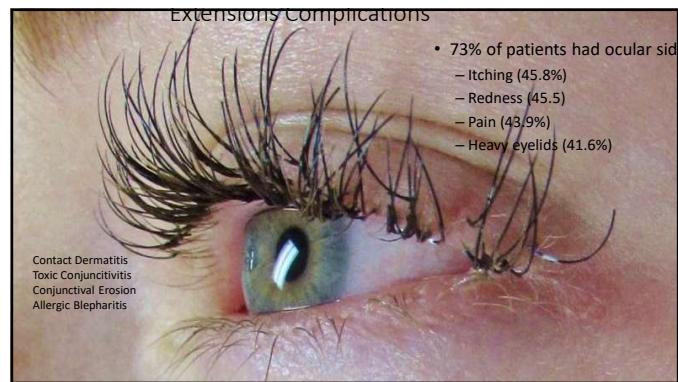
- 1 The process of getting eyelash extensions
Takes 1-3 hours to glue single lashes to the natural lashes
- 2 Filling process
Occurs every 2-4 weeks to remove and replace old extensions
- 3 Average life cycle of a natural lash
Ranges from 4-11 months
- 4 Potential issues
The glue solvents and fragrances used during the filling process can end up on the ocular surface and may cause problems



27

Extensions Complications

- 73% of patients had ocular side effects
 - Itching (45.8%)
 - Redness (45.5%)
 - Pain (43.9%)
 - Heavy eyelids (41.6%)



28

Extensions Complications

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Contact Dermatitis
Toxic Conjunctivitis
Conjunctival Erosion
Allergic Blepharitis



29

Glue Adhesive Formidable Formaldehydes

Cyanoacrylate-based containing latex and ammonia

Cyanoacrylate-based adhesives used in eyelash extensions often contain latex and ammonia, which can be irritating to the delicate eye area.

High formaldehyde-emitting product

Many eyelash extension adhesives contain formaldehyde-releasing preservatives like DMDM Hydantoin, ureas, and Quaternium-15, which can emit high levels of formaldehyde and cause irritation.

Sodium Hydroxymethylglycinate

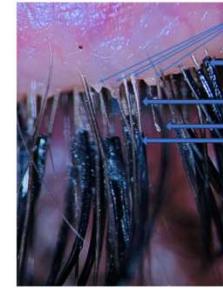
This is another formaldehyde-releasing preservative that can be found in eyelash extension adhesives and pose risks to the ocular surface.

30

Mechanical Consequences

- Lagophthalmos during sleep
- Collection of bacteria under the lash bed
- Constraints to physical hygiene and cleansing of the lids
- Calcification of the lash base
- Preservative methylisothiazolinone (MI)

31



32

Eyelash Extension Care

The problem with eyelash extensions is that they can lead to a build up of oil, debris and infection-causing bacteria, as well as mite infestation. Many extension wearers avoid cleansing their lashes for fear of breaking down the adhesive and causing the extensions to fall out prematurely.



The solution is to use hypochlorous acid twice daily along with a clean lash brush. This not only keeps the lashes clean, but also helps them last longer.

If demodex is present then treat with lotilaner 0.25%

33

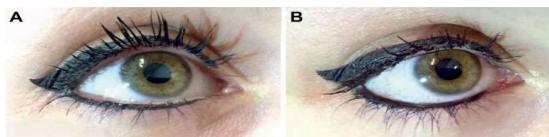
Habits can be harmful

- Sleeping in make-up
- Tight-lining
- Not throwing make-up away in a timely fashion



34

Quiz: Which is Better? A or B?



35

Makeup Rules for Best Ocular Health

- Always remove makeup nightly
- No water-proof makeup
- No glitter in your eye shadow
- Avoid powdered eye shadow
- Apply primer to lids before shadow and liner
- Pencil eye liners are best
- No water-lining or tight-lining
- Avoid toxic and irritating ingredients
- Toss out your makeup on time
- Never share your eye makeup
- Never moisten cosmetics with saliva
- Never alter your makeup with heat
- Never apply makeup on the go
- Never put a product not intended for the eye on the eye



36

6

Don't Use Contaminated Makeup

- Liquid foundation and Primer – 1-2 years
- Primer – 1-2 years
- Lipstick – 1 year
- Mascara – 3 months
- Liquid Eyeliner - 3 months
- Eye Shadow pallets - 2 years
- Pencil Eyeliner - sharpen daily
- Nail Polish – 2 years
- Sunscreen – 2-3 years



37

5 Types of Makeup Removers

- Micellar Water
- Oil-Free Makeup Remover
- Oil-based Makeup Remover
- Makeup Remover Wipes
- Makeup Remover Cloths



38

Micellar Water



39

OIL-FREE MAKEUP REMOVER

- Gentle on skin
- Does not require heavy rubbing
- Water based
- Readily available at drug stores and on Amazon
- Great for Contact Lens Wearers

- Not all brands are created equally
- Please read the labels for toxic ingredients
- May dry skin

40

Oil Based Makeup Remover

- PROS:
 - Melts away tough makeup with oil in the formulation
 - Penetrates deep into the pores to dissolve impurities
 - Infuses the skin with good, natural oils
- CONS:
 - Can leave skin feeling oily and need to use a cleanser to remove
 - Can dissolve the glue on eyelash extensions.



41

Makeup Remover Wipes

- PROS:
 - Can be used to clean both the eyes and the entire face
 - Individually wrapped
 - Great for travel
- CONS:
 - Depending on the cloth, may need to rub more firmly.
 - Check the ingredients carefully, many drug store brands contain alcohol.
 - Dispose of after each use, so maybe considered wasteful
 - Do not interchange a makeup remover wipe with a baby wipe. Your face is more sensitive than a baby's bottom.



42

MAKEUP REMOVER CLOTHS

- PROS:
 - No chemicals included at all
 - Can be washed and reused over and over again
 - Environmentally friendly
- CONS:
 - Depending on the cloth, may need to rub more firmly
 - More expensive in the short run
 - (Buying 3 - 7 clothes at first, but keep these cloths for years to come)

#1 Cosmetic Concern of Your Patients: Redness

- Causes:
 - Inflammation
 - Allergy
 - Irritation
 - Toxicity
 - Rosacea
 - Demodex
 - Bacteria
 - BioFilm

43

#1 Cosmetic Concern of Your Patients: Redness

- Causes:
 - Inflammation
 - Allergy
 - Irritation
 - Toxicity
 - Rosacea
 - Demodex
 - Bacteria
 - BioFilm



44

Four Stages of Ocular Biofilms

Blepharitis



MGD



Lacrimitis



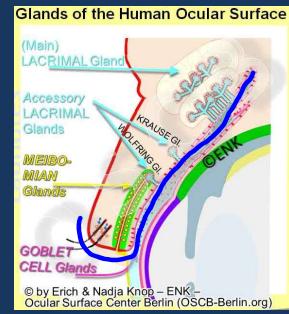
Lid Destruction



1. Vugay, Maria, et al. "Update Theory for Lid Blepharitis and Dry Eye Disease - Ocular Surface Diseases - Current Data and New Findings and Diagnostic Strategies." *Int J Environ Res Public Health* 17, no. 20 (2020): 7530. <https://doi.org/10.3390/ijerph17207530>

45

Biofilms extend past the lid margin into the palpebral conjunctiva and fornix. Treat with high powered lavage of sterile saline or BSS.



© by Erich & Nadja Knob – ENK – Ocular Surface Center Berlin (OSCB-Berlin.org)

46

Mechanism of Action

Lotilaner ophthalmic solution 0.25%

- Lotilaner functions as a noncompetitive antagonist of mite and arachnid GABA-gated chloride channels^{1,2}
- Directly paralyzes the mite nervous system through parasite-specific GABA inhibition, leading to death^{1,2}
- The lipophilic nature of the drop suggests its ability to flow into the oily sebum of the lash follicle where the mites reside³

Product form⁵
Preserved (sorbitate) multidose eye drop solution in bottle

Dosing³
Twice daily for six weeks

FDA, Food and Drug Administration; GABA, gamma aminobutyric acid.
1. Dailymed Credito. Accessed June 28, 2022. <https://dailymed.nlm.nih.gov/dailymed/taf/tafDrugXat.cfm?setid=42720bc-ce24-452b-bb03-43d4ef86d3b0>
2. ClinicalTrials.gov. Accessed June 28, 2022. <https://clinicaltrials.gov/ct2/show/01-NCT03454905>
3. LianBio. Accessed June 28, 2022. <https://www.globenewswire.com/news-release/2022/05/03/2434549/0/en/LianBio-Partners-Tarsus-Pharmaceuticals-Announce-Positive-Topline-Data-from-Second-Pivotal-Trial-of-TP-03-for-the-Treatment-of-Demodex-Blepharitis.html>
4. ClinicalTrials.gov. Accessed June 28, 2022. <https://www.ncbi.nlm.nih.gov/ct2/show/01-NCT03698529>
5. Yeu E et al. *Cornea*. 2022; In Press.

47

Collarette scale used to determine severity of *Demodex* blepharitis

Grades 2-4 indicate clinically significant disease	Grades 0-1 Indicate clinically meaningful cure
Grade 4	Grade 3
Grade 2	Grade 1
Grade 0	GRADE 0

Chances of *Demodex* infestation increases with >10 collarettes/lid^{3,4}

Average baseline = Grade 3 for SATURN-1 and SATURN-2 studies^{3,4}
For an upper eyelid with 150 eyelashes (number of eyelashes on the upper eyelid may vary from 90 to 100). Photos are images taken of patients in SATURN-1 with the corresponding collarette grade.

1. Yeu E et al. *Cornea*. 2022; In Press.
2. ClinicalTrials.gov. Accessed June 28, 2022. <https://www.ncbi.nlm.nih.gov/ct2/show/01-NCT03698529>
3. Gerasimov-Selznik et al. *J Clin Pharmacol Ther*. 2021;37(8):479-484.
4. Gao YY et al. *Invest Ophthalmol Vis Sci*. 2021;62(10):3039-3044.

48

Lid Erythema Scale

GRADE 3
GRADE 2
GRADE 1
GRADE 0

3 (Severe)*
2 (Moderate)
1 (Mild)
0 (None)

AVERAGE BASELINE = 1.6 FOR SATURN-1 and SATURN-2 STUDIES

*Image reproduced with permission from Jiang et al.²
Grades 0, 1, and 2 images are from patients in Saturn-1.
1. Hossaini K et al. *Health Qual Life Outcomes*. 2018;16(1):11. 2. Jiang X et al. *Drug Des Dev Ther*. 2018;12:1269-1279.

49

SATURN-1 and SATURN-2 | PIVOTAL CLINICAL STUDIES of TREATMENT for DEMODEX BLEPHARITIS

Consistent cures and responses demonstrated in **2 pivotal trials**, the largest clinical program for *Demodex* blepharitis, involving **833 patients**

The primary and all secondary endpoints (collarette cure, mite eradication, lid erythema) met with high statistical significance

Clinically and statistically significant effects seen as early as **2 weeks**

Very high responder rate to Lotilaner: **96%** of patients improved at least 1 collarette grade; **89%** achieved a clinically meaningful cure

Efficacy goal
1* collarette cure rate,
2* mite eradication
2* redness + collarette cure rate

Safety goal
Well-tolerated safety profile

1*, primary; 2*, secondary; NDA, New Drug Application.
Data on file. Tarsus Pharmaceuticals Incorporated; 2022

50

TWO SUCCESSFUL PIVOTAL TRIALS WITH CONSISTENCY ACROSS ENDPOINTS

Consistency and high statistical significance expected to result in definitive standard of care therapy for *Demodex* blepharitis

Combined Pivotal Data (N=833) at Week 6

	Primary Endpoint: Complete Collarette Cure (Grade 0)	Secondary Endpoint: Mite Eradication	Lid Erythema Cure	Safety
Primary Endpoint: Complete Collarette Cure (Grade 0)	50% vs 10%			
Clinically Meaningful Collarette Cure* (Grade 0 or 1)	85% vs 28%			
Secondary Endpoint: Mite Eradication	60% vs 16%			
Lid Erythema Cure	25% vs 8%			
Safety	Generally safe and well tolerated			

85% of the patients achieved a Clinically Meaningful Collarette Cure by Week 6

*As a measure of diminished chances of infestation.
1. Yeu E et al. *Cornea*. 2022; In Press. 2. Data on file. Tarsus Pharmaceuticals, Inc. 2022.

51



52

American Academy of Dermatology

- At least SPF 30, broad spectrum (UVA and UVB), water resistant
- Chemical sunscreens work like a sponge, absorbing the sun's rays. They contain one or more of the following active ingredients: oxybenzone, avobenzone, octisalate, octocrylene, homosalate, and octinoxate. These formulations tend to be easier to rub into the skin without leaving a white residue.
- Physical sunscreens work like a shield, sitting on the surface of your skin and deflecting the sun's rays. They contain the active ingredients zinc oxide and/or titanium dioxide. Opt for this sunscreen if you have sensitive skin.
- Current FDA regulations on testing and standardization do not pertain to spray sunscreens. The agency continues to evaluate these products to ensure safety and effectiveness.

53

Eyelash Serums

- Latisse-only FDA approved lash serum
- Active ingredient: Synthetic prostaglandins
- Isopropyl cloprostenate
- Side effects: Ptosis, Relative Enophthalmos, Inferior Scleral Show, Periorbital Fat Atrophy, Involution of dermatochalasis, Meibomian Gland Dysfunction, Hyperpigmentation, Redness, Pruritus

Mocan MC, Uzunomanoglu E, Kocabeyoglu S, Karakaya J, Irkec M. The association of chronic topical prostaglandin analog use with meibomian gland dysfunction. *J Glaucoma* 2016 Sep;25(9):770-4

54

Eyelash Serums

- Latise®-only FDA approved lash serum
- Active ingredient:
 - Synthetic prostaglandins
 - Isopropyl cloprostenate
- Potential Side Effects:
 - Ptosis
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 - Inferior Scleral Show
 - Periorbital Fat Atrophy
 - Involution of dermatochalasis
 - Melibomian Gland Dysfunction
 - Hyperpigmentation
 - Redness
 - Puritus
- Mocan MC, Uzunomanoglu E, Kocabeyoglu S, Karakaya J, Irkec M. The association of chronic topical prostaglandin analog use with meibomian gland dysfunction. *J Glaucoma* 2016 Sep;25(9):770-4.



55

Product Description

Get longer, fuller, and luscious lashes using the Grande Cosmetics - Lash MD Lash Enhancing Serum

Grande Cosmetics Lash MD Lash Enhancing Serum is a popular cosmetic solution for helping enhance the length, density, and curl of your lashes. The unique formula of vitamins, peptides, amino acids, hyaluronic acid, and panthenol helps to nourish and condition lashes for longer, fuller, and more voluminous effects. Natural extracts further provide strengthening, allowing lashes to hold a curl.

Key Ingredient: Hyaluronic acid and Aloe vera

How to Use

Ingredients

Water/Aqua/Eau, Panthenol, Glycerin, Sodium Citrate, Leuconostoc/Radish Root Ferment Filtrate, Alanine, Alcohol, Aloe Barbadensis Leaf Juice, Acorstaphylos Uva Ursi Leaf Extract, Ascorbic Acid, Calcium Gluconate, Caprylic/Glycerin, Chrysanthemum Indicum Flower Extract, Dimethyl Isobutyleneglycol, Ethyl Alcohol, Glycerin, Honey, Hydroxyethylcellulose, Isobutane, Honey, Hyaluronic Acid, Glycosaminoglycans, Hydrolyzed Yeast Extract, Hydroxyethylcellulose, Isobutane, **Isopropyl Cloprostenate, Maltodextrin, Ascorbyl Phosphate, Panax Ginseng Root Extract, PCA, Phenylalanine, Polyborate 20, Phenoxyethanol, Tetrasodium Pyrophosphate, Tocopherol, Tocopherol Acetate, Triethanolamine, Trehalose, Urtica Dioica (Nettle) Leaf Extract, Vitis Vinifera (Grape) Seed Extract, Phenylpropanol, Sodium Bicarbonate, Sodium Metabisulfite**



56

FALSE LASHES



- Adhesives
- Magnetic Liner
- Double magnet
- Best practices for care of lashes and lids

57

False Lashes



- False eyelashes need to be attached to your lids or lashes in some way.
- Adhesives and glues contain toxic ingredients.
- Look for formaldehyde
- Toxic adhesives on the lids can cause damage to your oil glands
- Because false lashes are longer, than your normal lashes, they fail to protect your eye the way your natural lashes were designed

58

Adhesive False Lashes



- Adhesive sticks directly to the delicate skin on the upper eyelids
- Many adhesives and glues contain formaldehyde
- Daily removal can cause skin irritation and thinning
- Delicate skin of the eyelids

59

Eyelash Extension Home Care System

- Decided not to fight with her lash extension patients but to find a way to support them
- Clean and Eco Friendly



1. SHAMPOO

2. RINSE

3. BRUSH

With closed eyes, gently work the brush up and down along the lashes

Rinse well with water and dry the lashes

Brush the lashes well with a mascara wand

10

60

Magnetic Liner False Lashes

- Utilizes metallic liner
- Magnets on Lash Strip
- Magnetic Eyeliner is typically safe for people with sensitive skin. Formula contains no heavy metals or parabens. It contains iron powder, which is non-toxic according to the EWG



61

Double Magnet Lashes

- Magnets on top of the lash adhere to magnets under your lashes
- Make a sandwich effect with your natural lashes in between
- Multiple magnets on each strip
- Heavy?



62

When can you use them?



- Safer Lash Practices
- Consider a sparse fill
- Formaldehyde free glue
- More Natural length of lash
- Avoid
- Super long lashes
- Other Materials – feathers, wings

63



64

Blepharopigmentation (Eyeliner Tattooing)

- "permanent" Tattooed eyeliner
- Dermatitis
- Body's reaction to the ink
- Allergic Blepharitis
- Allergic reaction to the pigment
- Misapplication of the ink
- Tear Film Instability



65

Brows are trendy

Eyebrows have become a major focus in the beauty industry in recent years. From microblading to lamination, there are many treatments and products available to help shape, fill, and enhance the brows. This trend reflects the desire for a more polished, defined look that frames the eyes and face.



66



Terminology

- Hypoallergenic-Fragrance Free-Paraben Free**
- In one study that evaluated 187 products labeled as "hypoallergenic", "dermatologist recommended/tested", "fragrance free" or "paraben free", 167 (89%) products contained at least 1 contact allergen and 117 products (63%) contained 2 or more contact allergens present in the North American Contact Dermatitis standard screening
- Reichen CR, Bernard S, Hammam D, Hansen R, Thyssen JP. Is there a risk using hypoallergenic cosmetic pediatric products in the United States? *J Allergy Clin Immunol* 2015;135:1070-1.

67

Toxins in Cosmetics: What does the published literature say?

Benzalkonium Chloride BAK	Butylene Glycol at high concentrations
Ethylenediaminetetraacetic acid (EDTA)	Formaldehyde donating preservatives, even at low concentrations
Isopropyl Cloprostenate, PGAs. Unknown conc in OTC ELGS	Parabens (methyl-, isobutyl-, propyl- and others) at certain concentrations
Phenoxyethanol; at certain concentrations	Cis-retinoic acid: impairs survival and differentiation of HMGEC in cell culture but not HCEC

68



The Power of Retinoids in Skincare

Retinoids regulate the cell apoptosis, differentiation and proliferation. Anti-wrinkle properties of retinoids **promote keratinocytes proliferation**, strengthen the protective function of the epidermis, restrain transepidermal water loss, protect collagen against degradation and inhibit metalloproteinases activity, by regulation of cell growth and differentiation

69

Retinoids-Derivatives of Vitamin A

Retinoids regulate the cell apoptosis, differentiation and proliferation.	Retinoic acid: Rx Klingman et al., demonstrated the effects of tretinoin on photodamaged skin.	When identifying the ideal topical agent for periorbital rejuvenation, damage to the delicate meibomian glands, ocular cornea and conjunctiva must be taken into account.
Anti-wrinkle properties of retinoids promote keratinocytes proliferation, strengthen the protective function of the epidermis, restrain transepidermal water loss, protect collagen against degradation and inhibit metalloproteinases activity, by regulation of cell growth and differentiation	One study shows exposure to 13- <i>cis</i> -RA inhibits cell proliferation, increases cell death, alters gene expression, changes signaling pathways, and promotes inflammatory mediator and protease expression in meibomian gland epithelial cells. These effects may be responsible, at least in part, for the 13- <i>cis</i> -RA-related induction	

70

Understanding Retinoid Bioavailability

1 Retinoic Acid Retinoic Acid-Rx-Tretinoin-most bioactive available	2 Conversion Process Every type of retinoid must be converted into bioavailable retinoic acid, which can mean going through longer or shorter convergent stages dependent on the original form
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71

What Questions do I ask?

1 Long Lashes Are they natural or is a serum like Isopropyl Cloprostenate being used?	2 Cleaning Extensions How are they being cleaned?	3 Eye Make-Up Is it being worn?
4 Make-Up Removal How is it being removed?	5 Sleeping in Make-Up Is it sleeping in?	6 Eye Health Did you know many eye products can cause health issues in the future?
7 Eyelid Issues Do your eyelids bother you?	8 Open Eyes Do you want your eyes to be more open?	9 Eye Health Risks Did you know skin cancer is common around the delicate eye area?

72

12

Use this not that

Not this	This
Prostaglandin Analog-Isopropyl Cloprestone	Polypeptide/Lipopeptide Lash Conditioner
Waterproof Mascara	Non-waterproof*
Glitter Eyeshadows	Shimmer/Matte Eyeshadows
Retinol-if dry eye dx then don't use. If no dry eye dx, then can use, but stay two finger widths away from eyelid margin to avoid migration-MUST USE SUNSCREEN	Caffeine, Vitamin C, Vitamin E, Ferulic, Hyaluronic Acid, Niacinimide
False Lash Strips with Latex and Formaldehyde	Individual False lashes with non-formaldehyde and Latex lash glue
Eyelash Extensions	Individual False lashes with non-formaldehyde and Latex lash glue
Oil based eye-makeup remover cleansers	Micellar Water*
Eyeliner on the water line	Eyeliner on the dry side*

*Be mindful of ingredients

73

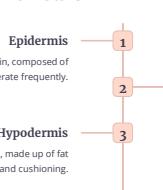
Desiccating Stress

Dry Eye Disease: When the Ocular Surface Structures Fail to Protect Itself from Desiccating Stress



74

Skin Fundamentals



Epidermis
The outermost layer of the skin, composed of protective cells that regenerate frequently.

Dermis
The thicker, deeper layer of the skin that contains blood vessels, nerve endings, and connective tissue.

Hypodermis
The innermost layer of the skin, made up of fat cells that provide insulation and cushioning.

75

Topical Skin Care

- Cleanse
- Hydrate
- Exfoliate
- Even skin tone
- Combination of the above
- THAT is all they do-they do not remove wrinkles, or eye bags, or any other claim
- *Retinoic Acid: Vitamin A secreted in tear film and metabolized by cornea and conjunctiva are necessary for ocular surface health



76

Topicals



- **Vitamin C** - Available in 10%, 15%, and 20% concentrations, vitamin C is a powerful antioxidant that helps build collagen and protect the skin from environmental stressors.
- **Vitamin E** - Another important antioxidant that works synergistically with vitamin C to neutralize free radicals and support healthy skin.
- **Ferulic Acid** - This potent antioxidant enhances the efficacy of vitamins C and E, providing even greater protection against oxidative damage.
- **Phloretin** - A plant-derived compound that helps even skin tone, reduce the appearance of fine lines and wrinkles, and provide broad-spectrum protection.
- **Building Collagen** - Topical products containing ingredients like retinoids, peptides, and growth factors can help stimulate collagen production for firmer, more youthful-looking skin.
- **Cosmeceuticals** - This category of skincare products combines cosmetic and pharmaceutical ingredients to target specific skin concerns, often with clinical-grade formulations.

77

What About These Circles?




Dark Circles
Dark circles can be tough to treat. They are partially the result of oxygenated blood pooling in the veins underneath the thin under-eye skin. Dark circles can be exacerbated due to fatigue, aging, and allergies.

Topical Treatments
Topical eye cream with retinol can stimulate collagen production, helping to thicken the skin and improve the appearance of dark circles.

78

13

RadioFrequency

1 RF
Monopolar, Bipolar, Tripolar

2 Benefits
Improve fine lines, wrinkles

3 Non-invasive
Targeting Dermal layer of skin
Heat to 42 degrees Celsius



PIC-COLLAGE

79

Radiofrequency

- Monopolar and Bipolar Radiofrequency for Dry Eyes
- Heats deep into the skin
- Regenerated collagen
- Reduces wrinkles
- Reduces telangiectasia
- Safe for all Skin Types
- Heats Meibomian glands
- Increases meibum expression
- Improves blink



80

Effects of RadioFrequency on MGD

1 32 Patients at 3 Sites across US
The total treatment time was 12 minutes per side
Followed by manual expression
Treatment was found to be safe and effective
Primary study endpoints (1, 3, and 6 months):
Symptoms: SPEED and OSDI
Signs: TBUT, CFS, MGS
Secondary endpoints:
Subjective improvement and subjective satisfaction with the treatment.

2 Paul S, Cohen A, Pasa K, et al. Transcutaneous radiofrequency-mediated meibomian gland expression is an effective treatment for dry eye: a prospective cohort trial. *Open Ophthalmol J*. 2023



81

Intense Pulsed Light (IPL)

1 MGD, Rosacea
Target Chromophore: Oxyhemoglobin, Melanin

2 Benefits

3 Non-invasive
Skin Types I, II, III easily, IV carefully, V rarely, VI-neverly



82

IPL: Intense Pulsed Light



- April 2021 FDA approved for treatment of Dry Eye Disease
- Treating signs of dry eye disease due to meibomian gland dysfunction
- Several mechanisms of action:
 - Reduces inflammatory mediators
 - Closes abnormal blood vessels
 - Kills Microorganisms including Demodex
 - Melts meibum / eases manual expression

83

LLLT

- LED lights to deliver focused light of a specific color that targets the mitochondria
- Photobiomodulation stimulates the production of ATP – the energy that powers the cell
- Non-invasive, pain and stress-free Meibomian Gland & Dry Eye Treatment
- Regardless of skin type
- Does not require gel
- 15-min application / 1-2 treatments recommended
- Available Treatments with LLLT Technology
 - Dry Eye / MGD
 - Chalazion
 - Rosacea
 - Demodex
 - Blepharitis
 - Post Blepharoplasty



84

14

LLLT Effect for Dry Eye Patients

- 40 patients
- Randomly assigned with a 1:1 allocation ratio to receive LED-LLLT or placebo treatment
- Treatment twice a week for 3 weeks, for a total of 6 treatment sessions.
- The primary endpoint was the changes in the fluorescein corneal staining (FCS) score.
- The secondary endpoints were changes in:
 - Ocular surface disease index (OSDI) score,
 - Lissamine green conjunctival staining (LGCS)
 - Tear film break-up time (TBUT)
 - Schirmer test
 - Meibomian gland dysfunction (MGD) index.
- Results:
 - Evaluated before treatment and 4 weeks
 - Mean difference of score change in primary endpoint revealed significant improvement in the LLLT group, compared to the placebo.
 - The use of LED-LLLT for the treatment of dry eye and MGD appears to be safe and beneficial
 - Secondary endpoints showed significant improvements:
 - LGCS, Schirmer's test, upper melibography scores
 - Slight improvements
 - TBUT, lid debris, lid swelling, lid telangiectasia, meibomian gland secretion and expressibility scores

Park Y, Kim H, Kim S, Cho KJ. Effect of low-level light therapy in patients with dry eye: a prospective, randomized, observer-masked trial. *Sci Rep*. 2022 Mar 4;12(1):3575.

85

Screening Process



1 Identify Concerns

The first step in the screening process is to have an open conversation with the patient about their specific concerns and goals. This allows you to understand their unique needs and tailor the treatment plan accordingly.

2 Comprehensive Evaluation

Conduct a thorough examination to assess the patient's ocular health, skin condition, and any underlying medical factors that may be contributing to their concerns. This comprehensive evaluation is crucial for developing an effective treatment strategy.

3 Customized Recommendations

Based on the findings from the evaluation, provide the patient with personalized recommendations that address their specific needs. This may include a combination of topical treatments, lifestyle modifications,

86



How Do We Incorporate Aesthetics Into Our Practices?

These patients are already in our practices

These patients are already in our practices, just waiting to have a conversation about eye beauty.

Offer a consultation

Offer a consultation; they still have the power to say no.

Ask the right questions

Do your lids bother you? Do you want your eyes to be more open? Have you noticed...? Do you experience...? Are your eyes tired? Do you suffer from red eyes?

87

Be the Trusted Advisor for Your Patients' Journey to Confidence and Beauty

Help them Discover Transformative Treatments

Explore the power of cosmetic innovations to enhance your natural beauty and boost your self-assurance.

Embrace Healthy Habits

Adopt skincare and beauty routines that nourish your skin and eyes, ensuring lasting radiance. Healthy eyes are BEAUTIFUL EYES.

Connect with Trusted Experts

Consult with our team of experienced professionals to develop a personalized plan tailored to your unique needs.

88

Resources

Peer-Reviewed Literature

Staying up-to-date on the latest research and clinical studies is crucial for providing the best care for patients. Regularly reviewing peer-reviewed journals and publications can help identify new treatment approaches, understand the latest evidence-based practices, and ensure you are delivering the most effective and safe treatments.

1

Continuing Education

Participating in continuing education courses, workshops, and conferences is essential for expanding your knowledge and skills in the field of eye care. These educational opportunities allow you to learn from experts, network with colleagues, and stay informed about the latest advancements in the industry.

2

Online Resources

Leveraging online resources, such as professional organization websites, educational platforms, and industry blogs, can provide valuable information, tools, and insights to support your practice and patient care. These resources can offer practical tips, case studies, and expert advice to enhance your understanding and decision-making.

3

89

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Reminder to Complete Your Session Evaluations!

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



90

**On behalf of Vision Expo, we sincerely
thank you for being with us this year.**

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.

