

THE PRICE OF YOUR DEVICE



NEW SURVEY SUGGESTS DRY EYE DISEASE IS ON THE RISE IN TODAY'S HIGH-TECH WORLD

Since the turn of the century, we've seen the invention of social networking, wireless networks, and numerous entertainment and business technologies.

As a result, Americans today are living a tech-dependent, screen-centered lifestyle not experienced by previous generations.

But this innovation may have come at a price – especially where our eyes are concerned.



NATIONAL EYE C.A.R.E. SURVEY SHEDS LIGHT ON THE RISE OF DRY EYE

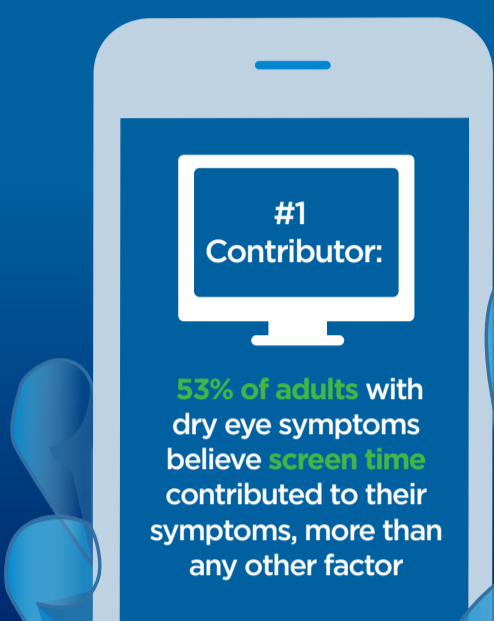
Results from a new national survey reveal how Americans feel about the effects of our tech-heavy world on our eye health, specifically when it comes to dry eye disease (DED).

Most eye care professionals (ECPs) believe that DED is more common today compared to:



89% of ECPs feel that DED is becoming more common because of today's "multi-screen" lifestyle.

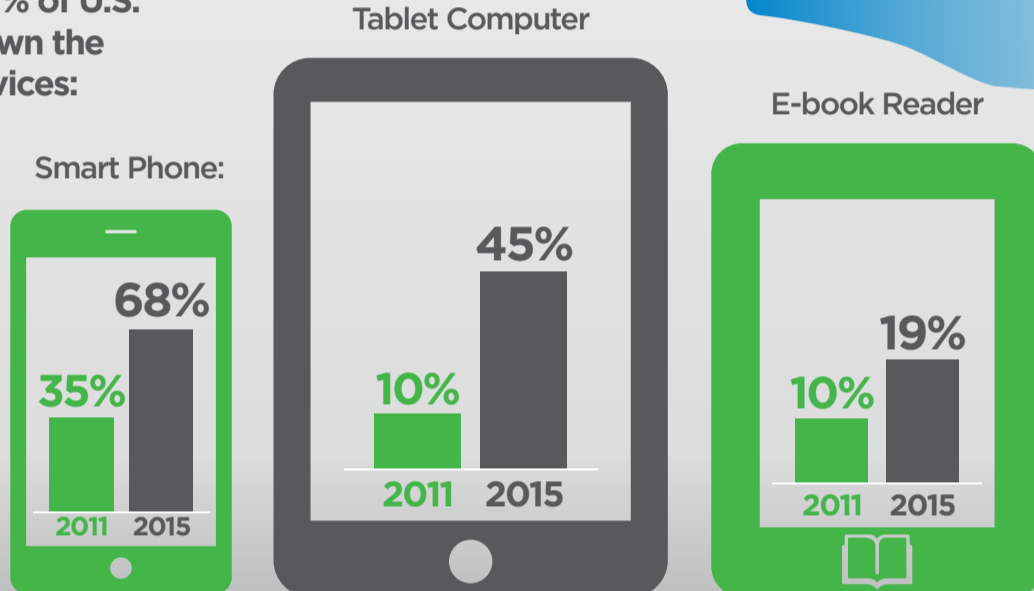
Nearly 8 hours: Average daily screen time of adults with dry eye symptoms



THE RISE OF THE DEVICE

Before the introduction of handheld and more affordable devices, Americans' screen time was limited to watching TV, movies and working on PCs. With the rise of multiple portable devices, screens became accessible to many people anywhere, at any time.

Rapid rise of % of U.S. adults who own the following devices:



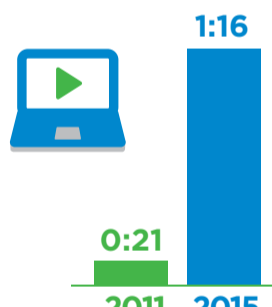
Today, **36%** own a laptop, smart-phone and tablet; **66%** own at least two

OUR DIGITAL DAYS

With the rise in device ownership, Americans have increasingly come to rely on their devices for a variety of ways to communicate, as well as for portable entertainment.

Beyond this, today's 24/7 access to devices has, more than ever, digitized our daily life activities:

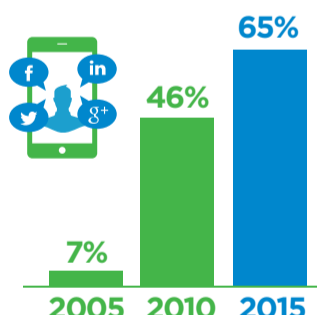
Average time spent per day with video on digital devices



83%

of American adults in their 20's use a smartphone as their alarm clock

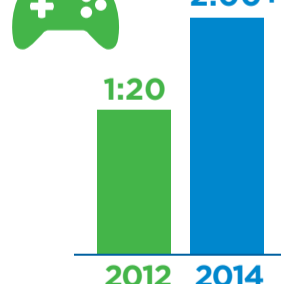
% of American adults using social networking sites



59%

of individuals in their 40's use computers to shop online

Average time spent per day gaming on a smartphone or tablet



75%

of Americans use TVs and computers to get news

96%

of adults use digital devices to find a recipe

76%

of American adults look at their digital device in the hour before going to sleep

THE FUTURE OF SCREEN TIME

As visually captivating, lifestyle-enhancing devices continue to capture our attention for work and play throughout the day, our daily screen time shows no signs of lessening.

While it may be hard to limit screen time, it's easy to learn more about DED and your eye health. Visit www.myeyelove.com to learn more about dry eye, including how to recognize symptoms, typical risk factors, and useful tips on how to discuss your symptoms with your doctor or ECP.

WHAT IS DRY EYE DISEASE?

DED is an often chronic ocular disease that may be progressive and is associated with eye dryness, overall eye discomfort, burning, stinging, a gritty feeling or episodes of blurred vision.



About the Survey

The National Eye C.A.R.E. (Current Attitudes Related to Eye Health) Survey was conducted online within the United States by Harris Poll on behalf of Shire between July 6th and 27th, 2015. The consumer arm of the survey included a total of 1,210 US adults ages 18+ who report dry eye symptoms ("adults with dry eye symptoms"), including 375 adults who have been diagnosed with dry eye disease (or chronic dry eye) by a healthcare professional ("patients") and 835 adults who have not been diagnosed, but experience dry eye symptoms and have used artificial tears to relieve those symptoms within the past month. The professional arm of the survey included 1,015 US adults ages 18+ who are optometrists (n=502) or ophthalmologists (n=513) ("ECPs"). For complete research method, including weighting variables and subgroup sample sizes, please contact Clotilde Houzé, Director, Portfolio Communications, Shire at chouze0@shire.com.

