

## Eyelid health: Why you should care

Maintaining healthy eyelids is a part of your overall eye health. Your eyelids can become unhealthy—just like any other part of your body. *Demodex* blepharitis (DB) could be the cause of red, itchy eyelids that can sometimes disrupt everyday activities.



Patients with **DB** have reported the following:



**47%**

of patients are **conscious of their eyes** all day<sup>3</sup>



**60%**

of patients have a **dry eye prescription**<sup>1</sup>



**50%**

of patients reported that their eyes **itched frequently or all the time**<sup>3</sup>



**Don't freak out.  
Get checked out!**

Scan the code to learn  
even more about **DB**.



Remember **you're not alone**.  
Join our WE vs DB community to hear  
real patient stories and share yours.  
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**What's causing  
your red, itchy,  
irritated eyelids?**

**References:** 1. Trattler W, Karpecki P, Rapoport Y, et al. The Prevalence of *Demodex* Blepharitis in US Eye Care Clinic Patients as Determined by Collarettes: A Pathognomonic Sign. *Clinical Ophthalmology*. 2022;16:1153-1164. 2. Fromstein S, Harthan J, Patel J, et al. *Demodex* blepharitis: clinical perspectives. *Clinical Optometry*. 2018;10:57-63. 3. Yeu E, O'Dell L, Dierker D, et al. Psychosocial Impact of *Demodex* Blepharitis. *Clinical Ophthalmology*. 2022;16:2979-2987. 4. Gao Y, Di Pascuale M, Li W, et al. High Prevalence of *Demodex* in Eyelashes with Cylindrical Dandruff. *Investigative Ophthalmology & Visual Science*. 2005;46(9):3089-3094.



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# Understanding *Demodex* blepharitis (DB): What you need to know

*Demodex* blepharitis is a common eyelid disease caused by *Demodex* mite infestations on and around the eyelids.

Microscopic mites, which can live on anyone's body, **can sometimes grow out of control** to become infestations—specifically on and around the eyelids. This overgrowth is the root cause of DB.

Crusty residue around the base of the eyelid, called collarettes, results from *Demodex* mite buildup, indicating DB. **100% of patients with collarettes have DB.**<sup>1,4</sup>

About **25 million** eye care patients have DB.<sup>1,3</sup> Ignoring DB can leave you more likely to get other, **more serious eye-related issues.**<sup>2</sup>



## The importance of an accurate diagnosis

*Demodex* blepharitis is commonly misdiagnosed since other eye diseases share similar symptoms.<sup>1,2</sup>

### Common signs and symptoms of unhealthy eyelids:

- Crusty flake buildup (collarettes)
- Redness
- Itching along the base of the eyelid
- Inflammation
- Dry eye
- Missing or misdirected eyelashes

## Don't Freak Out. Get Checked Out!

Only a doctor can properly diagnose DB.



## Ask an eye doctor to check your eyelids for collarettes

**Collarettes are the crusty flake buildup on your eyelids.**



Good eyelid health starts with a good eyelid conversation.

If you notice signs and symptoms for ***Demodex* blepharitis (DB)**, it's important you communicate them clearly to your eye doctor.

### Once in the exam room:

- 1** Be open about the specific symptoms you are experiencing.
- 2** **Ask your eye doctor to look at your eyelids** for crusty flake buildup (collarettes).
- 3** If collarettes are detected, it could be DB.<sup>4</sup> You can discuss management options with your eye doctor.