

Eyelid health: Why you should care

Maintaining healthy eyelids is a part of your overall eye health. Plus, **you could be living with a very common eyelid disease without realizing it.** Only an optometrist or ophthalmologist can properly diagnose eyelid conditions like **Demodex blepharitis (DB)**. It's important to have your eyelids checked regularly to see where you stand.

Patients with DB have reported the following:

47% of patients are **conscious of their eyes** all day^{7*}

60% of patients have a **dry eye prescription**^{2†}

50% of patients reported that their eyes **itched frequently or all the time**^{7*}

*311 patients with confirmed DB from 8 US eye care centers were examined clinically and asked questions about their symptoms, daily activities, quality of life, and management approaches.⁷

† A chart review for DB by 7 investigators at 6 eye care clinics of the case records of 1032 patients who underwent an eyelid examination, regardless of chief complaint.²



Put the blame on mites!

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

Only a doctor can properly diagnose DB.
Ask your doctor about an eyelid exam.



Scan here to take the
DB quiz and find out
what next steps may
be helpful for you.



@EyelidCheck



@Eyelid.Check



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Don't blame me for your crusty, itchy, red eyelids.

BLAME THE MITES™

Crusty, itchy, red eyelids could be an overgrowth of eyelid mites that cause **Demodex blepharitis (DB)**, a common eyelid disease you may not even know you have.¹⁻⁴



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

Demodex blepharitis is caused by an infestation of microscopic *Demodex* mites. These mites can live on anyone's body but sometimes **grow out of control on the eyelids**—the root cause of DB. *Demodex* mites are specific to humans, and spread from household pets isn't expected.^{5,6}

Approximately **25 million** eye care patients have DB, making it more common than most people realize.^{2,7}

100% of patients with collarettes (also known as crusties) around the base of the eyelid have DB.^{2,8}

Ignoring DB can leave you prone to get other, **more serious eye-related conditions**.¹

Don't freak out. Get checked out!

Only an eye doctor can properly diagnose DB. 

Not everyone will experience signs and symptoms in the same way.

The importance of an accurate diagnosis

Demodex blepharitis is commonly misdiagnosed because its symptoms overlap with other eye conditions or are mistaken for allergies.^{1,2}

Common signs and symptoms of unhealthy eyelids:

- Eyelid redness
- Dry eye
- Itching along the base of the eyelid
- Missing or misdirected eyelashes
- Swelling/inflammation
- Crusty flake buildup (also known as collarettes, crusties) on the eyelashes



What could be to blame for your irritated eyelids? Scan here to watch now!



Actor Portrayal

Ask an eye doctor to check your eyelids for crusties

Good eyelid health starts with a good eyelid conversation.

If you notice signs and symptoms of **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're experiencing.
- 2** Ask your eye doctor to look at your eyelids for **crusties**. Looking down during an eyelid exam can help.
- 3** If crusties are detected, it could be DB.^{2,8} You can discuss **management options** with your eye doctor.