



Improve your eye wellness

Italian
Xcellence

**The patient gets comfortable,
Activa works for you.**

No operator required



**Thermo-pulse
technology**

Activa

The future of eye wellness.
Safe, fast and profitable.



Anticipate the market.
Be the first to offer a service that
makes the difference.

Why choose Activa for your practice?

Because it is a simple, effective and sustainable solution, ideal for integrating a new eye wellness service into your practice.

Simple and intuitive

The touch interface provides step-by-step guidance: the relief is immediate, safe, and consistently repeatable.

Standardized protocol and proven results

Four sessions in the first month, followed by a maintenance session every two to three months: a methodology consistent with scientific evidence on the role of the Meibomian glands in improving tear film quality.

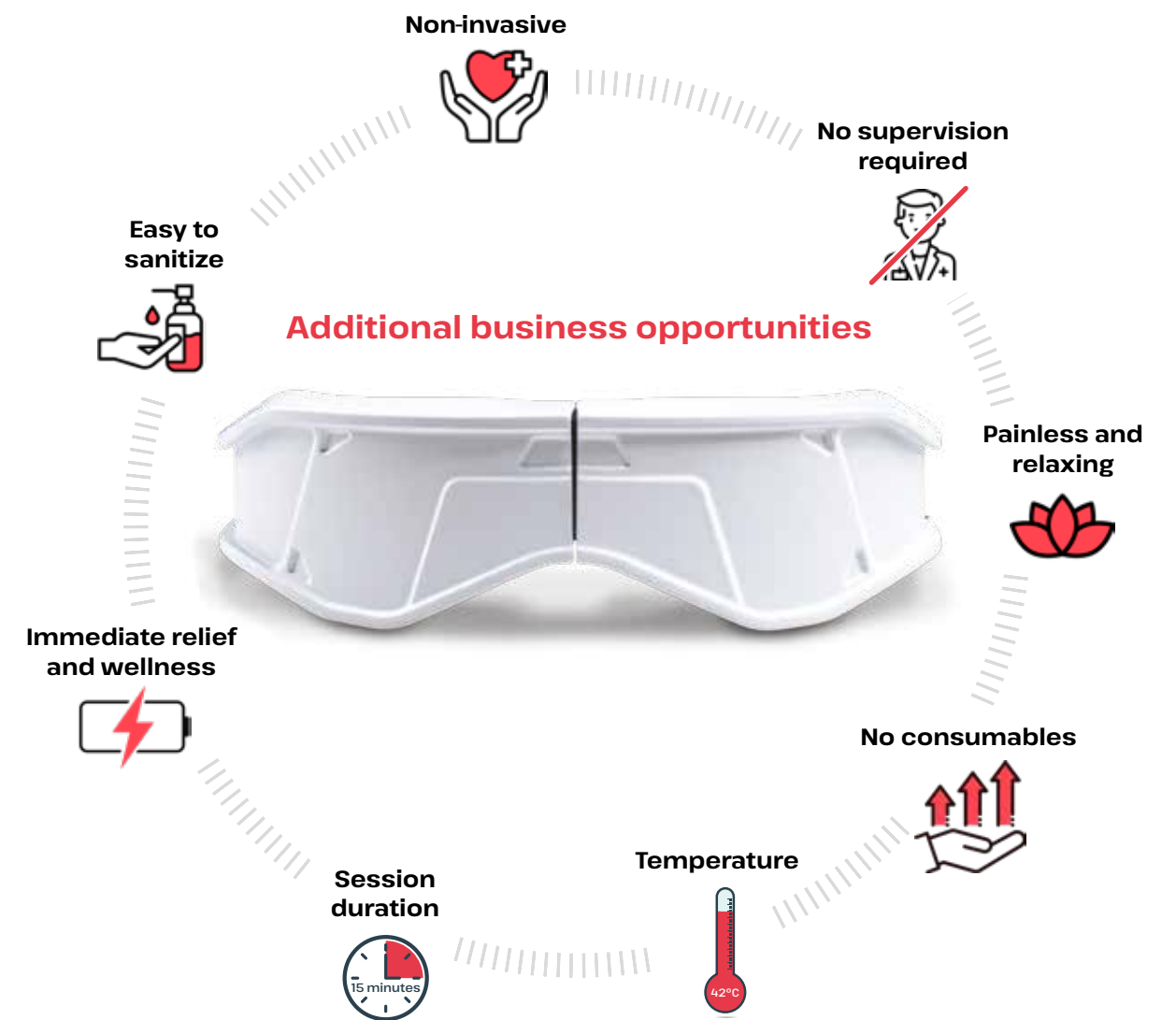
Effective, automatic, and consumable-free

Activa combines 42°C heating with 40 Hz micro-vibrations to reactivate the Meibomian glands in just 15 minutes, providing immediate relief from dry eye symptoms.

A smart investment

No consumables, low operating costs, and a quick return on investment: just around ten patients per year can generate an average profit of over €5,500.

Suitable for use in optical centers, pharmacies, and at home - Not a CE medical device.



Legal note: Activa complies with European Directives 2014/30/EU and 2014/35/EU and does not fall under Regulation (EU) 2017/745 on medical devices. It is intended for eye wellness and can be safely used in professional settings (optical centers, pharmacies, wellness centers) or at home.

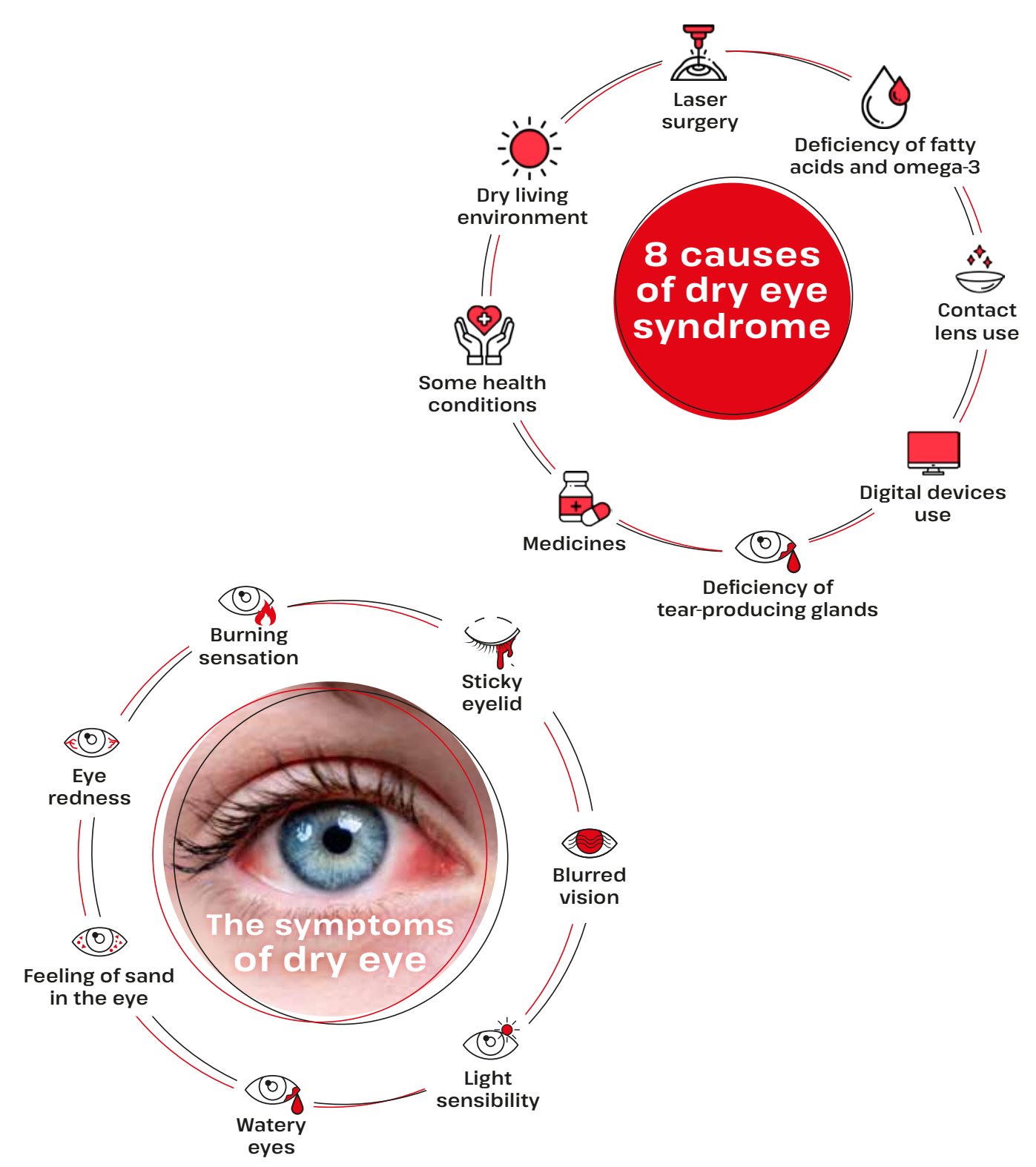
Dry eye disease

In Italy, **over 25% of people** experience symptoms of dry eye.

In 86% of cases, the cause is evaporative, resulting from impaired function of the Meibomian glands, which are responsible for the lipid component of the tear film.

The first symptoms—**burning, sand in the eye sensation, and reflex tearing**—often lead patients to seek help at their eye care practice, the first point of reference for ocular wellness.

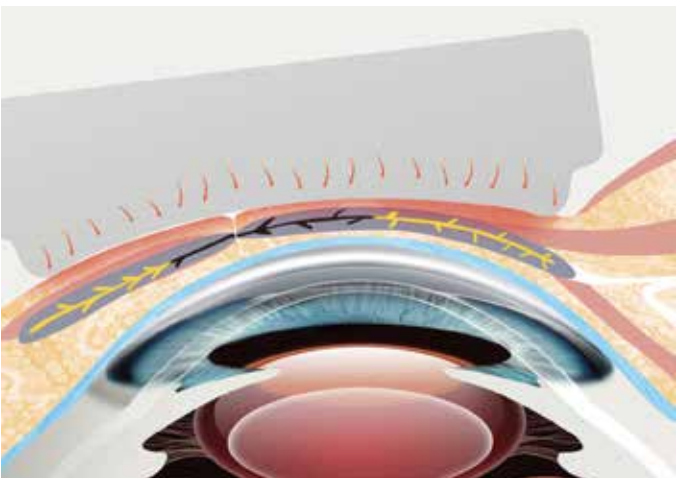
Symptoms and causes



Meibomian glands: a delicate balance for healthy eyes

The Meibomian glands, located along the eyelid margins, produce meibum, an oily layer essential to prevent premature tear evaporation and maintain the stability of the ocular surface.

When the glands become blocked or the quality of their secretion is altered, the tear film becomes unstable, causing burning, dryness, and visual discomfort. This condition is known as Meibomian Gland Dysfunction (MGD).



How does Activa work

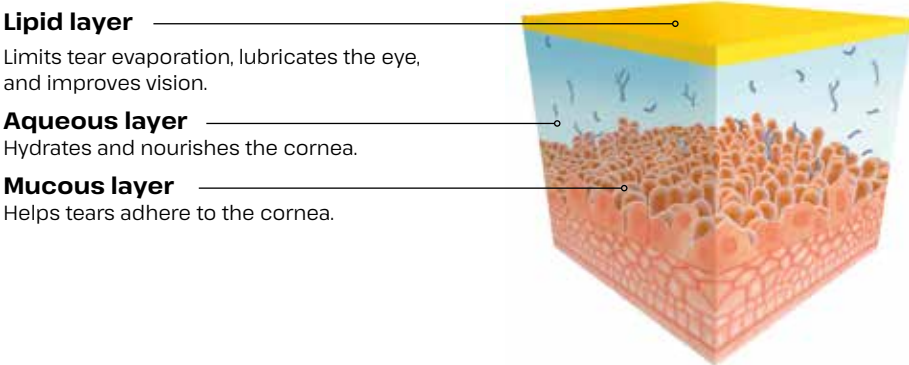
ACTIVA device applies a controlled heat at **42°C combined with rhythmic micro-vibrations**, acting directly on the eyelids.

The heat melts the thickened meibum, while the vibrations help expel it, clearing the blocked ducts and restoring the natural lipid flow.

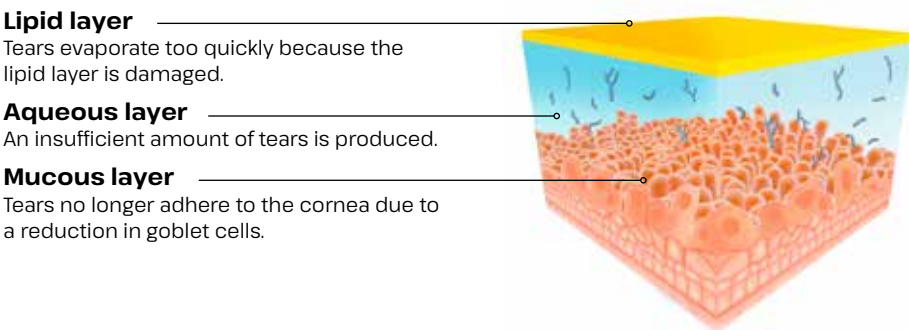
This process helps reestablish tear film stability and safely and comfortably reduces dry eye symptoms.



Healthy eye



Dry eye



The path is clear

Activa is a service that combines **simplicity, innovation and profitability**.
By choosing it, you enhance your practice experience, offering clients an immediate and tangible moment of wellness while creating **new value for your business**.

In-practice services



1

Triage

An accurate analysis is the first step toward effective treatment.
A thorough examination is not just about “seeing more,” but about making better choices: the proper indication for Activa stems from a precise, well-documented screening that enhances the professionalism of the center and ensures each patient a personalized and effective therapeutic pathway.
With SBM products, you can also automatically classify the type of dry eye according to international criteria, allowing you to correlate clinical signs with the patient’s reported symptoms.



2

ACTIVA session

Let the patient get comfortable on a reclined armchair with the mask over closed eyes.
Automatically and without the professional’s supervision, the patient will experience gentle heat and micro-vibrations for immediate comfort.



3

Maintenance and loyalty

Follow ups through the “Dry Eye Follow-Up” and customized suggestions for the continuative dry eye management



Activa is a gesture of care that transforms visual wellness into **a distinctive experience**, making your practice a point of reference for those seeking for attention, quality and immediate results.

Extra services

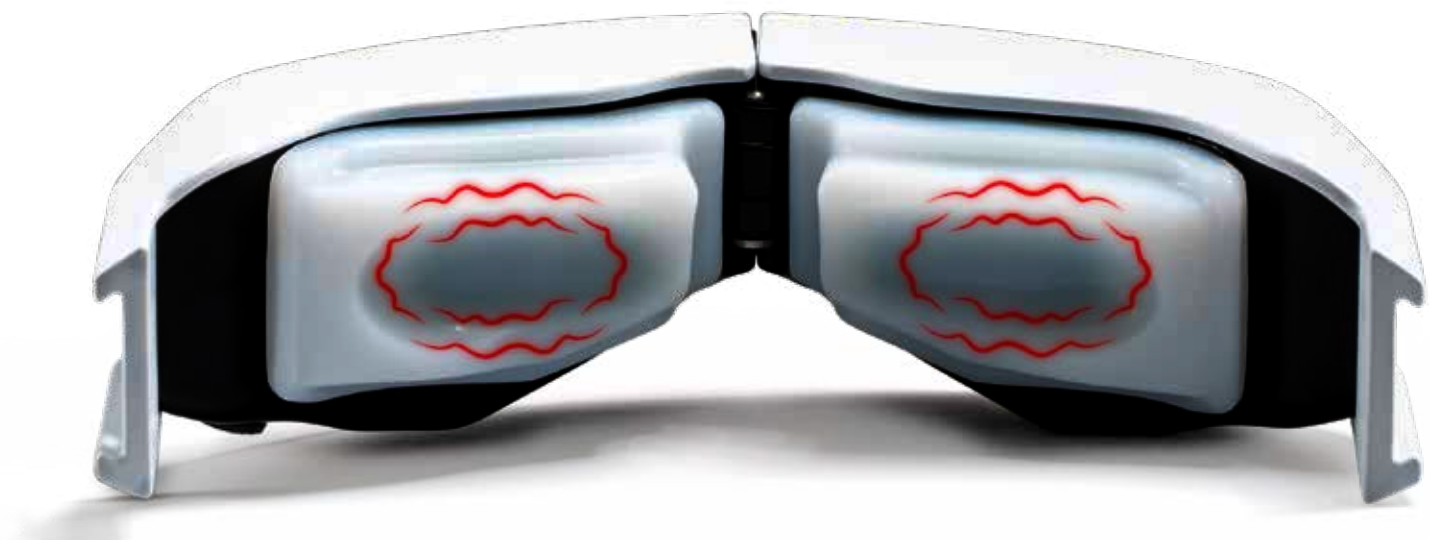


4

Activa also at home!

Offer your clients the convenience of home rental: set a security password and define the number of sessions.
The patient can then go on with the procedure independently, with the same effectiveness as in-practice sessions.





Increase your practice's profits
with a self-sustaining service.

“Intelligent” cross-selling

Economic advantages:

- No consumable costs; short treatment time (15 minutes); managed by front-desk staff.
- Break-even point: the device cost is covered with 10 patients per year; estimated annual profit of €8,000 with 10 patients (based on the business model slide).

Packages

- **Start (4 sessions): promotional price + eyelid hygiene kit + artificial tears.**
- Maintenance (1 session every 2-3 months): includes supplement refill.
- Home rental managed by the practice (where applicable): instruction set, deposit, hygiene check – supported by the “Rent @ Home” iconography.

Supplements & artificial tears

- First visit: eyelid cleansing foam + wipes, HA tears (targeted molecular weight), omega-3 (certified quality).
- Seasonal: liposomal spray for lipid instability; night gel for morning symptoms.
- Adherence: monthly supplement subscription + session reminder.

Activa transforms the service into profit

The Activa protocol includes **4 sessions per-month** (1 per-week), followed by **maintenance sessions** every two months, to preserve the achieved benefits over time. With just 10 patients in a year, the device pays for itself. Everything after that is **pure profit**, with no additional costs.

| 1 year | | | | | | | | | | | | | | | 13th month |
|----------|----------|----------|----------|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|---------|------------|
| 1 month | | | | 60 days | | 60 days | | 60 days | | 60 days | | 60 days | | 60 days | |
| 1st week | 2nd week | 3rd week | 4th week | | | | | | | | | | | | |
| 80€ | 80€ | 80€ | 80€ | | 80€ | | 80€ | | 80€ | | 80€ | | 80€ | | 80€ |

X1

80€

| 1 PATIENT | SESSIONS | | PROFIT |
|-----------|----------|---|--------|
| | | = | 800€ |
| | x10 | | |

| 10 PATIENTS | SESSIONS | | PROFIT |
|-------------|----------|---|--------|
| | | = | 8,000€ |
| | x100 | | |

| 30 PATIENTS | SESSIONS | | PROFIT |
|-------------|----------|---|---------|
| | | = | 24,000€ |
| | x300 | | |

Designed for your practice, conceived for visual wellness

Activa has been specifically desined as a device for eye wellness and is not classified as a medical device.

It falls under the category of electromechanical equipment for aesthetic use as defined by Directive 2014/35/ EU, making it ideal for optical centers, pharmacies, and visual wellness settings (see attached document).

Thanks to this compliance, Activa can be safely used within wellness and preventive care services, offering clients a professional and relaxing experience without the need for medical procedures.

validated effectiveness

Several studies, carried out in Italy and published on international journals have confirmed Activa's effectiveness in improving Meibomian Gland Dysfunction (MGD).

Even a single session delivers noticeable improved tear film parameters: increased stability, a more uniform lipid layer and immediate symptom relief, with no collateral effects ((Vigo et al., Journal of Ophthalmology, 2021).




Regular activa cycles provide cumulative, long-lasting effects, including a more than a 45% reduction in OSDI scores and normalization of NIBUT, LLLT and osmolarity (Vigo et al., Ophthalmology and Therapy, 2022).

Ongoing comparative studies (ClinicalTrials.gov, 2021) further suggest that Activa outperforms other leading thermal devices, without adverse events.

Safe and non-invasive, Activa enhances Meibomian gland function and visual quality, offering pharmacists a premium, high-value professional solution.



Technical specifications

| | | | | | | | | | |
|---|---|---|--|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Heating temperature: 42° | Instrument power source: 12V DC | Microvibration frequency: 40Hz | Maximum power consumption: 2A | Power supply:; 100-230V - 50-60Hz | Warranty: 12 months | Mask dimensions 196 x 145.3 x 56.9 | Central unit dimension 700 gr | Mask weight 197 x 115 x 46 | Central unit weight 150 gr |



**Compact design and
easy to be transported in
his carrying case for the
maximum convenience.**

