

BRINGING NEW LIGHT, NEW LIFE



*Nu Eyne is a medical technology company that focuses on the R&D of electroceuticals. Its main product promotes efficient tissue regeneration and normalizes nerve activity to treat dry eyes.*

## **Dry eyes: a surprisingly common disorder**

Itchy, fatigued eyes — it's the worst. Dry eye syndrome is an ailment stemming from nerve damage that affects almost 7% or 16.4M people in the United States. Around the world, the prevalence of dry eye syndrome can even reach up to 50% among the older population, depending on environmental factors.

Though conventional treatment methods such as eye drops are available, they don't always work and may have detrimental side effects.

## Eye comfort through electroceuticals

Nu Eyne's got a better way. By wearing Nu Eyne's goggles-like device and placing a patch around the eye, the device delivers electric signals for neuromodulation and forms electrical fields for wound healing. The product uses gentle electric signals to promote tissue regeneration and normalize nerve activity in and around the eyes. It doesn't hurt at all, and in fact feels very relaxing. Just put them on for half an hour and enjoy a relaxing wave of instant relief with lasting effects for up to 3 days at a time.

## Clinical trials

Nu Eyne is currently conducting clinical trials for its dry eye and nerve regeneration solution, conducting preclinical research for facial nerve damage, and designing clinical trials for retinal damage, tinnitus, and cancer.

## A tight-knit team of biomedical experts

The company's executives have known each other for many years. Since launching in 2017, the company has grown to 20 team members, 18 of whom have science, technology and engineering backgrounds. CEO Dohyoung Kim, is a multi-talented biomedical engineer and has a Ph.D. in Biomedical Engineering from Hanyang University, Korea. He founded Nu-Eyne specifically as an R&D haven for biomedical engineers interested in creating innovative new medical devices.

## Other potential uses, too

The product is also designed as a platform that can be used to treat other neuropsychiatric disorders, such as glaucoma, tinnitus, migraines, facial nerve damage, ADHD, insomnia and even cancer.

## A global first

There are a few other electroceutical companies out there that have merged or been acquired by Big Pharma. However, Nu Eyne is the first to use electric signals to treat dry eye syndrome, rather than massage or heat therapy. It also has an R&D advantage thanks to government-supported clinical trials from South Korea.

## A market of 355 million people

355 million patients suffer from dry eye syndrome globally, comprising a significant portion of a \$2.7 billion eye health market. With the increase in urbanization and aging populations, market data from Johnson & Johnson Vision projects this industry to mature to a \$5 billion market value by the year 2022.

## Contact Us

[www.nueyne.com](http://www.nueyne.com)  
+82-10-6668-9017  
PK Kim | [pk.kim@nueyne.com](mailto:pk.kim@nueyne.com)