



Clinic informational Deck

Eye Serum, Made Easy

A ready-made eye serum platform designed to simplify veterinary ocular care while removing in-clinic blood draws & processing burden; saving vet practices valuable time and resources.

www.SeroRepair.com



Why Eye Serum Matters

Eye drops made from blood serum are utilized because they provide proteins and active biological elements that typical lubricants do not contain.

Autologous eye serum delivers proteinase inhibitors along with vitamins and growth factors to help reduce pain and inflammation, stabilize the ocular surface, and promote optimal healing.

- For the past 30 years, blood-derived eye serum has been successfully utilized in veterinary medicine.
- It is applicable for treating numerous eye disorders across nearly all animal species.
- This treatment is affordable and natural, with minimal side effects, and can be combined with antibiotics and other medical approaches.

Key Point: Although eye serum has been used extensively in veterinary medicine, certain practices choose not to provide it due to the time and labor required for its preparation.



The Problem in Today's Workflow

Current autologous eye serum preparation is labor-intensive, time consuming, inconsistent, and difficult to scale.

Operational friction

Preparing autologous eye serum in the clinic involves drawing blood from the patient, which increases handling, restraint, and discomfort. This procedure can also occupy staff members for an extended period. After collection, the blood is centrifuged and allowed to clot for a few minutes. The plasma is then extracted and placed into an aliquot or dropper for the pet owner to use at home. This entire process can take between 30 to 50 minutes, utilizing both staff time and exam room availability.

Clinical variability

Autologous sourcing may lead to variability in donor quality, product consistency, or contamination. Inconsistencies can be environmental, or a result of inadequately trained staff. These challenges are often exacerbated by the multi-step process of in-clinic processing. ** An in vitro study examining bacterial contamination in eye serum samples prepared onsite found that 52% of the samples were contaminated due to environmental factors and handling.*

In-Clinic economics

Allocating 40 minutes to prepare eye serum onsite is not cost-effective. Using an estimated opportunity cost of \$250 per hour for an exam room and staff, each in-clinic preparation may result in about \$165 in lost productivity. In a high-demand practice, that time could be more efficiently spent on patient consultations, procedures, and activities that generate revenue.

SeroLube Product Overview

A ready-made, frozen blood serum (eye serum) positioned to remove the blood draw and processing burden from the veterinary practices.

Product concept

SeroLube (Eye Serum) is a donor derived blood serum-based therapeutic and natural lubricant product for ocular disorders in companion and large animals. Like autologous eye serum, SeroLube delivers proteinase inhibitors along with vitamins and growth factors to help reduce pain and inflammation, stabilize the ocular surface, and promote optimal healing.

Use cases

- Corneal ulcers
- Corneal trauma / injury
- Allergic conditions / conjunctivitis
- KCS / dry eye
- Post-operative care
- Indolent ulcers
- Non-ulcerative keratitis
- Inflammation

Positioning advantages

- Ready-made time and resource recovery, vs 40-minute processing
- Frozen, compact, and easy to store
- Single standardized format
- No self-sourced blood draw
- Manufactured in cGMP / ISO 13485 sterile environment
- Process & Product patent applications pending

Solution: Save Time, Simplify Care

SERO LUBE

Before

- Blood draw, restraint, & handling – 10 min
- Centrifuge & clotting time – 12 min
- Aliquot transfer & labeling – 7 min
- Explaining and dispensing – 5 min
- Messy looking “Home-made” containers

After

- Time conserved for pet caregivers, clinic personnel, and prompt patient care
- Eliminate Fear, Anxiety, Stress, and Pain from the patients experience
- Deploy immediately from ready-made inventory
- Standardized format for easier staff use and explain
- Sterile, professional-quality dispensing container with dropper.

40 minutes

Reduction in appointment times using pre-prepared eye serum





Cost Saving Calculator – [Download Spreadsheet](#)

Cost Savings Analysis

Cases Per Week:	10
Time Reduction:	40
Hourse Saved Per/Week	6.67
Avg Hourly Cost	\$ 225.00
Total Cost Savings Per/Week	\$ 1,500.00
Total Cost Savings Per/Month	\$ 6,000.00
Total Cost Savings Per/Year	\$ 72,000.00

Assumptions

Current Processing Time	50	Min
Avg Hourly Payroll Cost	\$ 225.00	



SeroLube Product Summary

- Vial size is 3.5ml fill (typically 3.6ml actual).
 - Drop/vial = 100
- Storage and Use – Shelf life
 - Upon receiving, product may be thawed but should be cool. Product in transit longer than 96 hours (4 days) should be discarded.
 - Store at <14f(-10c) immediately after receiving.
 - Thaw at room temperature for 7 minutes before use.
 - Use within 15 minute and return to refrigeration (39-46F (4-8C), which is common household refrigeration).
 - After thawing, typical product usage within 7-days and refrigerated at 39-46F (4-8C) between applications.
 - Discard after 10 days of refrigeration.
 - Store unopened vials at <14F(-10C)
 - 18-month shelf life when stored at <14F (-10C)
- Typical application of serum
 - Superficial non-Complicated Corneal Ulcer
 - 1-2 drops every 4-6 hours = 84 drops needed.
 - Deep Complicated/Infected or Indolent Ulcer
 - 1-2 drops every 2 hours = 168 drops needed
- Case = 12x units
- Availability – MWI / Covetrus / Midwest Vet / PennVet / Patterson Veterinary Supply
- Storage
 - Product may be thawed when received, but under 55F (12c)
 - Place in freezer upon receipt. Store at 14f (-10c) or lower.
 - Keep frozen until use.
 - Card language: Product may be thawed, but cool, upon receipt. Store at 14f (-10c) immediately. Product in transport longer than 144 hours (6 days) should be discarded.
- Product Information - info@serorepair.com
- Website - <https://www.serorepair.com/product/>



Resources

- Corneal Ulcer Webinar – Dr. Melissa Kubai, DVM, MS, DACVO - <https://www.youtube.com/watch?v=u7gKQoEsl8E>
- Direct Order Page - <https://www.serorepair.com/store/>
- Practical Applications White Paper - <https://www.serorepair.com/wp-content/uploads/2026/01/Feasibility-of-Eye-Serum-Whitepaper.pdf>
- Practice Cost Savings Excel Calculator - <https://www.serorepair.com/wp-content/uploads/2026/01/SeroLube-Cost-Savings-Worksheet.xlsx>
- Pet Owner Bi-Fold Handout - https://drive.google.com/drive/folders/18Ku5O9RL72KSLhRKxQnzBOBYiWlxzjFE?usp=share_link
- Common Eye Serum Conditions - <https://drive.google.com/file/d/1VOPA-XQ5TzmfA3qJcGggQChnRh9fCsUz/view?usp=sharing>
- Product IFU - https://drive.google.com/file/d/1Pr_v10sbAkGmQsdJdGVEBev9HWNcli4d/view?usp=sharing
- Product Information Email- info@serorepair.com
- Website - <https://www.serorepair.com/product/>

“SeroRepair has significantly improved our ability to treat corneal ulcers efficiently and effectively. By eliminating the need to draw and process blood, we reduce preparation time and minimize contamination risk. We can immediately get SeroLube from the freezer and begin treatment without delay. The time saved by our technicians is invaluable, and it allows us to see more patients and provide timely, high-quality care.”

“SeroLube has become an integral part of our workflow.”

Daphne Willis, Hospital Manager
Laurence Galle, DACVO
Pet Eye Care, MS