

## WHAT CAUSES DED?

DED is caused by a chronic lack of adequate lubrication and moisture on the surface of the eye. When the quantity and/or quality of the tears fail to keep the surface of the eyes adequately lubricated, you can suffer from DED. Dry Eye Disease can cause mild to severe discomfort and can affect your everyday life, both at work and at home.

### You are more likely to suffer from DED if you:

- Are over 50 years of age
- Are a woman who is pregnant, using birth control or in menopause
- Engage in moderate to heavy screen use (computers, tablets or mobile devices)
- Wear contact lenses

The importance of **regular eye exams** has been recognized for many years. If you are experiencing any of the following symptoms, you may have Dry Eye Disease and should discuss these symptoms with your eye care professional.

### Dry Eye Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> Stinging or burning eyes             | <input type="checkbox"/> Inflammation                      |
| <input type="checkbox"/> Blurry vision                        | <input type="checkbox"/> Eye fatigue                       |
| <input type="checkbox"/> Itchy, red eyes                      | <input type="checkbox"/> Foreign body sensation            |
| <input type="checkbox"/> Scratchy, gritty eyes                | <input type="checkbox"/> Sensitivity to light              |
| <input type="checkbox"/> Excessive tearing                    | <input type="checkbox"/> Difficulty wearing contact lenses |
| <input type="checkbox"/> Stringy mucus in or around your eyes | <input type="checkbox"/> Difficulty with nighttime driving |

**I-MED Pharma** has a vast array of dry eye treatment options available to help alleviate your dry eyes. Depending on the severity and frequency of symptoms, your eye care professional can choose the most suitable treatment option for your ocular health.

## I-DROP® PUR

Advanced Relief



The world's first and only viscoadaptive, preservative-free artificial tear available for patients with **mild to moderate** chronic Dry Eye Disease.



- ✓ Contact lens compatible
- ✓ Immediate and longer-lasting relief
- ✓ Advanced comfort
- ✓ Non-blurring upon application
- ✓ Fewer daily applications needed



## I-LID 'N LASH®

A lid and lash cleanser that removes ocular debris and makeup while enhancing the effectiveness of artificial tears.

Helps to improve lid and lash health for patients with dry eyes or sensitive skin and helps fight against Meibomian Gland Dysfunction (MGD), a leading cause of Dry Eye Disease.



## I-DROP® PUR GEL

Superior Relief



The most effective viscoadaptive, preservative-free artificial tear available for patients with **severe** chronic Dry Eye Disease.



- ✓ Superior moisturizing and lubrication
- ✓ Superior comfort
- ✓ Immediate and longer-lasting relief
- ✓ Non-blurring upon application
- ✓ Fewer daily applications needed



## I-LID 'N LASH® PLUS

An anti-bacterial lid and lash cleanser formulated with **5% tea tree oil** to help remove ocular debris, reduce extra-ocular inflammation and enhance the effectiveness of tear lubricants.

Its therapeutic properties help relieve ocular surface discomfort for patients with symptoms associated with Blepharitis, MGD, Rosacea and Demodex. Safe for contact lens wearers.



## I-VU® OMEGA-3 PLUS

Helps to provide relief and improve symptoms of Dry Eye Syndrome, including support for proper tear function in adults.

This nutritional supplement provides the optimal amounts of the beneficial Omega-3 fatty acids, **EPA, DHA & DPA**, which are associated with improving blood flow, reducing inflammation and lowering blood triglyceride levels.



## WHEN TO SEE A DOCTOR

Millions of people suffer needlessly with dry eye symptoms and often assume they are the result of poor air quality, external irritants or too much computer screen use. If you suffer from prolonged signs and symptoms of dry eyes, speak to your doctor so he/she can take steps to determine the cause of your discomfort or refer you to a specialist.

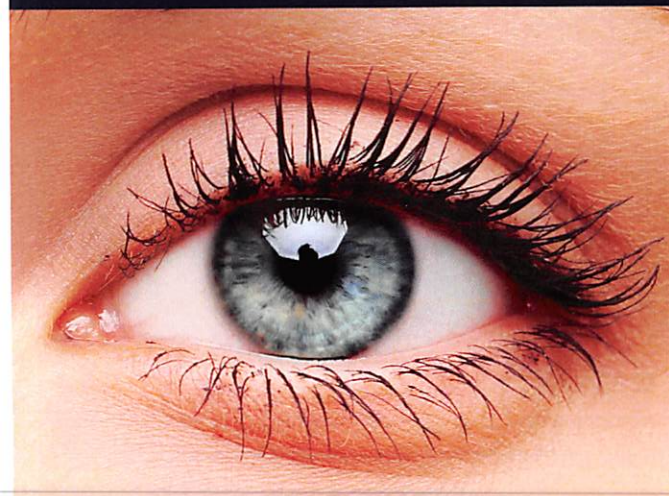
**SEE THE DIFFERENCE**

## DON'T TAKE YOUR EYES FOR GRANTED

Speak directly to your eye care professional and ask for **I-MED Pharma products** by name.

[www.imedpharma.com](http://www.imedpharma.com)

## DO YOU SUFFER FROM EYE DISCOMFORT?



**YOU MAY HAVE DRY EYE DISEASE (DED), A COMMON CONDITION THAT AFFECTS 15-20% OF THE POPULATION**

DED often goes undiagnosed because its symptoms are not always easy to recognize and understand. If these symptoms go untreated, they can often lead to more serious and sometimes irreversible conditions.

## I-RELIEF® HOT & COLD THERAPY EYE MASK with Thermabeads™

This 5+ minute treatment can help you manage your dry eye condition from the mildest of symptoms to more serious conditions, such as MGD or Blepharitis. Get **Relief While You Rest** with this therapeutic hot & cold eye mask which helps to increase blood circulation, stimulate lipid oil production and reduce tear evaporation.

