



Entod Research Cell UK Ltd
Quality, Innovation & Research

RELIEVE DRY EYES

with our New
Self-Preserving Eye Drops



Ocular Lubrication
at its Purest



Safety with
every drop



Preservative
Free



Advanced Sterile
Buffer System

I-DEW Soothe
Eye Drops

I-DEW DS
Aquagel

I-DEW Ultra
Eye Drops

LOC Tears
Eye Drops

Research & Innovation in **DRY EYES** Science

The **Highest Grade Ocular Lubricants**

Uniquely Blended to
provide a Superior &
Longer-Lasting Ocular
Hydration Effect



- Advanced **OXYDEW™** Sterile Buffer System for **Better Formulation Stability, Comfort and Dry Eye Relief**
- **Infused** with **Essential Eye Electrolytes** that provide Protection, Nutrition and Nourishment to the ocular surface
- Developed in the **UK** and Manufactured under **GMP**
- **No Harmful Preservatives**



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What can our **EYE DROPS** be used for?



**Contact Lens
related Dryness**



**Smoke, Dust
& Pollen Allergy**



**Digital
Eye Strain
due to
Smartphone
& Screen
Exposure**



**Menopausal
Eye Dryness**



**Drivers
Eye Fatigue**



**Gamers
Eye Strain**



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OUR DRY EYES RANGE

I-DEW Soothe

Hypromellose 0.7%
+ Essential Electrolytes



Day-time
use

I-DEW DS Aquagel

Carmellose Sodium 1%,
+ Essential Electrolytes



Night-time
use

I-DEW Ultra

Sodium Hyaluronate 0.18%
Compatible Solutes, Glycerol



Allergies

LOC Tears

Carmellose Sodium 0.5%,
Compatible Solutes, Glycerol



Professional
Use

Manufactured & Formulated to International GMP standards



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For Mild to Moderate Dryness

I-DEW Soothe

Hypromellose 0.7% + Essential Electrolytes

Eye Drops

The Gentle Formula that Soothes, Hydrates and Nourishes Dry Eyes

- **Higher Strength** of Hypromellose.
- Using a **0.7% strength** against the traditional 0.5% strength, gives the formulation the **Optimum Viscosity for a Longer-Lasting Lubricating Effect**.
- Formulated with **Essential Eye Electrolytes** that provide **Nutrition and Nourishment** to the Ocular Surface.



The Better Hypromellose for a Soother & Longer-Lasting Ocular Lubrication

REFERENCES

1. British National Formulary; 67th Edition (March 2014) British Medical Association and Royal Pharmaceutical Society of Great Britain, London
2. Ankita S. Bhavsar, Samir G. Bhavsar, 1 and Sunita M. Jain A review on recent advances in dry eye: Pathogenesis and management Oman J Ophthalmol; 2011 May-Aug; 4(2): 50-56.

For Moderate to Severe Dryness

I DEW DS *Aquagel*

Carmellose Sodium 1% + Essential Electrolytes

The Advanced Double Strength Ocular Lubricant that also provides Nutrition & Nourishment to the Ocular Surface

- Formulated with the **more viscous 1% Sodium Carmellose** that has a Longer-Lasting Lubrication with a Superior End-of-Day Comfort.
- Incorporates **an Innovative Gel-Forming Eye Drop Technology** that provides a Stronger Ocular Lubricating effect.
- Formulated with **Essential Eye Electrolytes** that provide **Nutrition and Nourishment** to the Ocular Surface.



Double Strength Longer-Lasting Ocular Lubrication for Dry Eyes

REFERENCES:

1. Bruix A, Adan A, Casarol-Marano RP. Efficacy of sodium carboxymethylcellulose in the treatment of dry eye syndrome. Arch Ophthalmol Soc. 2006 [cited 2010 Mar 17].
2. Q Garrett, PA Simmons, Xu S, Vehige J, Zhao Z, K Ehrmann et al. Carboxymethylcellulose binds to human corneal epithelial cells and is a modulator of corneal epithelial wound healing. Invest Ophthalmol Vis Sci. 2007 [cited 2010 Jun 28].
3. Ankita S, Bhavsar, Samir G, Bhavsar,1 and Sunita M, Jain A review on recent advances in dry eye: Pathogenesis and management Oman J Ophthalmol, 2011 May-Aug; 4(2): 50-56



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For Severe Dryness

I-DEW Ultra

Eye Drops

Sodium Hyaluronate 0.18%, Compatible Solutes, Glycerol

The Intensive Double Action Ocular Lubricant to Protect, Moisturise & Rejuvenate the Eye Surface

- Formulated with an Intensive Blend of Ocular Lubricants containing **Naturally-Occurring tear components** such as Sodium Hyaluronate and Xanthan Gum whose ideal Viscoelastic & Lubricating properties provide a **natural protective coating** to the eye surface.
- Includes Compatible Solutes **L-Carnitine & Erythritol** that helps **restore the Natural Osmotic Balance** of the eye surface to Rejuvenate tired eyes and relieve Eye Irritation & Dryness due to Pollen Exposure.



Intensive Double Action Dry Eye Relief for the more Severe Cases

REFERENCES:

1. Gomes JA, Amankwah R, Powell-Richards SA, Dua HS. Sodium hyaluronate (hyaluronic acid) Promotes migration of human corneal epithelial cells in vitro. Br J Ophthalmol. 2004.
2. Aragona P V Pope, Micali A, Santocono M, Milazzo G. Long term treatment with sodium hyaluronate-containing artificial tears angiograms ocular surface damage in Patients with dry eye. Br J Ophthalmol. 2002.
3. Figueiredo ES, AC Macedo, PF Figueiredo, Figueiredo SR. Ophthalmological applications of hyaluronic acid. Arq Bras Ophthalmol. 2010.
4. Anikita S, Bhavsar, Samir G, Bhavsar, I and Sunita M, Jain A review on recent advances in dry eye: Pathogenesis and management Oman J Ophthalmol, 2011 May-Aug; 4(2): 50-56.



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For Mild to Moderate Dryness

LOC Tears

Eye Drops

Carmellose Sodium 0.5%, Compatible Solutes, Glycerol

The Unique Double Action Ocular Lubricant to Moisturise, Comfort and Revive Dry Eyes

- Formulated specially for Professional recommendation with a Unique Blend of Ocular Lubricants that provides **Longer-Lasting Lubrication & Comfort** to Dry eyes.
- Contains Compatible Solutes **L-Carnitine & Erythritol** that helps **restore the Natural Osmotic Balance** of the eye surface to Revive Tired eyes.



Lubrication, Osmoprotection & Comfort in Dry Eyes

REFERENCES:

1. Bruix A, Adan A, Casaroli-Marano RP Efficacy of sodium carboxymethylcellulose in the treatment of dry eye syndrome. Arch Ophthalmol Soc, 2006 [cited 2010 Mar 17].
2. Q Garrett, PA Simmons, Xu S, Vehige J, Zhao Z, K Ehrmann et al. Carboxymethylcellulose binds to human corneal epithelial cells and is a modulator of corneal epithelial wound healing. Invest Ophthalmol Vis Sci.2007 [cited 2010 Jun 28].
3. Ankita S. Bhavsar, Samir G. Bhavsar,1 and Sunita M. Jain A review on recent advances in dry eye: Pathogenesis and management Oman J Ophthalmol, 2011 May-Aug; 4(2): 50-56.

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