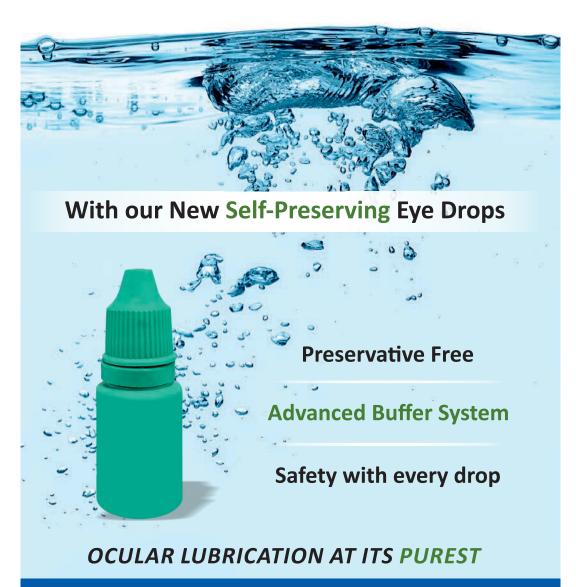
## **Relieve Dry Eyes**





I-DEW Soothe
Eye Drops

LOC Tears

I-DEW DS

Aquagel

I-DEW Ultra

Document Reference: ERC17/Dry/B Issue No.: 1 Issue Date: 12-9-2017 Revision No: 00 Revision Date:

### **Our Dry Eye Range**





Manufactured & Formulated to International GMP standards

Advanced Buffer System that contains keeps the formulation sterile and stable for the duration of the shelf life

# 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

For Severe Dryness

- 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.

**Intensive Double Action Dry Eye Relief for the more Severe Cases** 

### Reference

- 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.
- Aragona P. V Pope, Micali A, Santocono M, Milazzo G. Long term treatment with sodium hyaluronate-containig artificial tears angiograms ocular surface damage in Patients with dry eye. Br J Ophthalmol. 2002
- 3. Figueiredo Es, Ac Madedo, PF Figueiredo, Figueiredo Sir. Oprinamiological applications of rysuluronic acid. And prascuptinalmol. 2010.

  4. Ankita S. Bravasar Samir G. Bravasar 1, and Sunita M. Jainá Pasivien on recent advances in drv ever Pathonenesis and management Oman J Onhthalmol. 2011 May-Aum: 4/2): 50–56.

## I-DEW Soothe Eye Drops





Hypromellose 0.7% + Essential Electrolytes

The Gentle Formula that Soothes, Hydrates and Nourishes
Dry Eyes

For Mild to Moderate Dryness

- 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







Sodium Carmellose 1%, + Essential Electrolytes The Advanced Double
Strength Ocular
Lubricant that also
provides Nutrition &
Nourishment to the
Ocular Surface

For Moderate to Severe Dryness

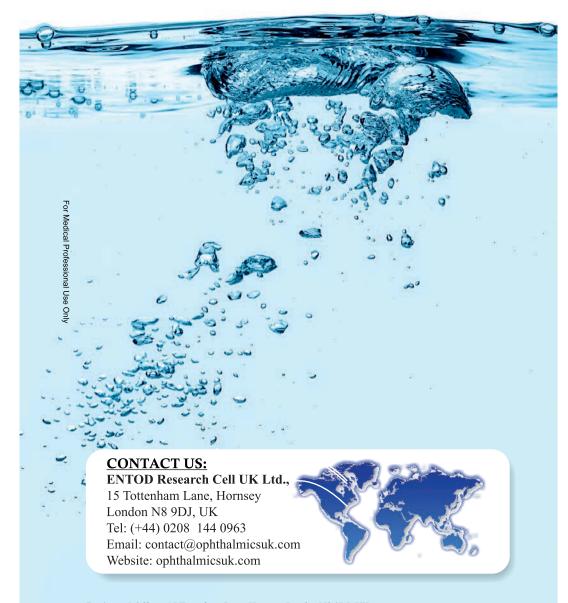
- Formulated with the more viscous 1% Sodium
   Carmellose that has a Longer-Lasting Lubrication with a Superior End-of-Day Comfort
- Incorporates an Innovative Gel-Forming Eye Drop Technology that provides a Stronger Ocular Lubricating effect
- ◆ Formulated with Essential Eye Electrolytes that provide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

**Double Strength Longer-Lasting Ocular Lubrication for Dry Eyes** 

References;
1 Bruit & Adan & Casardi-Marano RP Efficacy of sodium carboyymathaulcallulose in the treatment of dry are syndrome. Arch Obtitisating Soc. 2006 (cited 2010 Mar 17)

<sup>2.</sup> 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.

invess opininalinion vis Sci. 2007 (piete 2 uti o guit 26).
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



Registered Office: 15 Tottenham Lane, Hornsey, London N8 9DJ, UK Registered in England and Wales \* Company number: 7418222 \* VAT registration number: GB178788726