

Bridgitte Shen Lee



I have been treating dry eye patients at my private practice *Vision Optique* since 1999. Over the past decade, I have incorporated the latest diagnostic and treatment technology to successfully manage ocular surface disease. Contributing factors to dry eye disease include untreated blepharitis and demodex manifestation, mainstream skincare products, and popular beauty trends. The addition of *Èyes Are The Story* products is well received by dry eye patients, contact lens wearers, and those with sensitive eyes and skin. That is why I'm sharing with you My Top 5 Reasons for bringing the entire *Èyes Are The Story* line into your practice. — @drbridgitte

Wholesaling available for ECPs by visiting eyesarethestory.com/md

PHOTO CREDIT: JURGEN REISCH for *Eyecare Business*

My Top 5 Reasons to sell The Story

- 01 SAFE FOR THE OCULAR SURFACE**
The new *Èyes Are The Story* line of skincare and optocosmetics is rooted in safe-eye science, with ocular surface health in mind. Their medical-grade, non-toxic ingredients make them perfect for your patients who suffer from dry and sensitive eyes.
- 02 DESIGNED FOR UNISEX APPEAL**
The stylish packaging is a hit with female *and* male patients, who say they like the simplicity of the 3-step cleansing routine, particularly how it makes their lids, lashes, and face feel. Women love the sleek and hygienic design of the mascara mini trio and eyeliner.
- 03 GAIN PATIENT REFERRALS**
Patients—some who have never been able to wear full makeup—are baring their *Èyes Are The Story* experiences on social media. The buzz not only creates product devotees but also an uptick in referral business! Frequent travelers and techies of all ages come in just for the “Eye Proof Refreshing Towelettes,” aka eyelid wipes.
- 04 AMP PATIENT ENGAGEMENT & PROFITS**
Since expanding our retail space for dry eye and ocular aesthetic products, including *Èyes Are The Story*, we've seen our profits jump. Patients are very engaged—drawn to the display, and asking many questions. They're excited that we now offer eye-conscious skincare and cosmetics with cleaner ingredients.
- 05 QUICK & EASY ONBOARDING**
The *Èyes Are The Story* team walks you through implementation for both in-clinic retail and online sales. ECPs who integrate the line with their dry eye protocol have access to engaging marketing imagery and on-trend, safe beauty content to promote and sell successfully.



THE HERO

Èyes Are The Story
Eye Proof Mascara Trio
Formulated for sensitive eyes
Hygienic mini design

Retail: \$39

DISCLOSURE

Bridgitte Shen Lee, OD, FAOD, FBCLA, FEAOO, is the owner of *Vision Optique* in Houston and serves as a medical advisor to, and is an investor in, *Essiri Labs*.

Here's The Story:

Amy Gallant Sullivan, creator of Èyes Are The Story, is taking a multipurpose luxury approach to ocular-safe cosmetics & skincare



“We’re not just building a business, we’re building an ecosystem,” dry-eye-beauty-disruptor Amy Gallant Sullivan says to me. This goal stands as just one pillar of the ethos behind Gallant Sullivan’s just-launched optocosmetics line, *Èyes Are The Story*. In the wake of hyper-hygiene and exploding screen time usage, Gallant Sullivan is mining a treasure trove of ocular surface science to bring eye-kind skincare and optocosmetics to clinics nationwide. The brand name is the maxim and the maxim is the company’s unique value proposition. It’s also the url.

“We’re expanding the toxic beauty conversation to preserve the homeostasis of the eyes, as many of the products we reach for can ultimately damage our eyes and eyelids,” says Gallant Sullivan. “We’ve poured decades of eye science into this line to inspire radiance and confidence, without compromising eye health.” Now, patients from across a spectrum of vision concerns swear by her products and use them daily.

One of her most buzzed-about products is the mascara she places in front of me: *Eye Proof*, named for its safety profile for sensitive eyes. Non-flaking, non-burning, and non-irritating—all key words for those with sensitive eyes, from contact lens wearers to those who suffer from dry eyes and digital eye strain. The mascara, like the rest of the line, marries eye health with a luxury experience. So, why hasn’t it been done before? And why is it being done now?

Eye-safe beauty wasn’t sexy until now. In our ‘new normal,’ eyes are more vulnerable than ever. With the exponential increase in screen time and ubiquitous mask-wearing, eyes are now the primary means of facial identification, prompting a greater attention to vanity. Today, your eyes really *are* the story. Patients want eye-safe luxury.

It’s not just patients who are cooing. One of Gallant Sullivan’s customers is an optometrist who has suffered with dry eyes for years, to the point of discontinuing contact lens wear. “After switching to our mascara and eyeliner, she is able to comfortably wear lenses again all day,” shares Gallant Sullivan. — by Diane Mantouvalos

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...we’re filling a growing need that transcends dry eye patients

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