

**CAUTION:**  
CONTAINS DISTURBING IMAGES

# WHAT'S THAT ON YOUR EYELASHES?

## TAKE A LOOK IN THE MIRROR... WHAT DO YOU SEE?

You probably won't notice the number of **microscopic organisms residing on your skin, eyebrows and eyelashes.**



As humans, we all have some degree of pilosebaceous mites living on or around our eyes. In small numbers, they don't pose a problem and can be beneficial, ridding us of dead skin cells and excess oils.



As we age, these mites become more prevalent. Individuals with compromised immunity (having diabetes, HIV, or on long-term corticosteroids or chemotherapy) are even more susceptible. **These organisms are harmless, unless they grow out of control and your doctor notices that you have...**

# DEMODEX

## OCULAR HYGIENE CLEANSERS

### The Key to Keeping Eyelids and Eyelashes Healthy

Eyelids and eyelashes play a vital role in keeping debris, toxins, and other particles from affecting the ocular surface and triggering dry eye symptoms or problematic conditions like Demodex mite infestations. ECPs often recommend the implementation of a daily ocular hygiene routine to keep the lids and lashes clean. The I-LID 'N LASH® collection from I-MED Pharma features premium ocular hygiene wipes and gel pumps that dry eye patients can use daily to clean and hydrate the delicate area around the eyes. Additionally, the convenient daily ocular cleansing spray formulated with .02% pure HOCl effectively maintains optimal lid and lash health. When used daily, I-LID 'N LASH® improves the effectiveness of the preservative-free, viscoadaptive I-DROP® line of artificial tears.



## WHEN TO SEE A DOCTOR

Millions of people suffer from dry eyes and other ocular surface disorders. If you are one of them, speak to your eye care professional so you can be properly diagnosed and put on the right management plan before your symptoms become more severe. Early intervention and preventative therapies are key to a healthy ocular surface.

## SEE THE DIFFERENCE

# DON'T TAKE YOUR EYES FOR GRANTED

**SCHEDULE ROUTINE EYE EXAMS WITH YOUR DOCTOR TO EVALUATE THE HEALTH OF YOUR EYES, LIDS & LASHES**

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

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

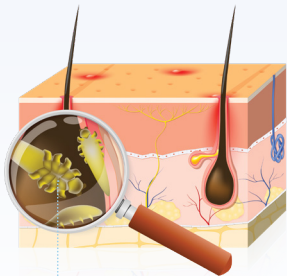


## WHAT IS DEMODEX?

An infestation or overpopulation of the otherwise innocuous Demodex Brevis mites that live in or near the hair follicles of your eyes. In large numbers, these mites can physically block the sebaceous glands, including the meibomian glands in which they reside.



## WHAT IS DEMODICOSIS?



Demodex

An infection caused by an infestation of Demodex Brevis. Numerous eye mites will bury themselves head-first within a hair follicle. This can result in gland obstruction and secondary complications, including chalazia, chronic conjunctival inflammation and corneal lesions.

## DEMODEX can lead to:

- Blepharitis (Inflammation of the eyelids)
- Infection & swelling
- MGD
- Reduction of visual acuity
- Rosacea (redness)
- Permanent loss of eye lashes



**NOBODY SHOULD HAVE TO LIVE WITH AN INFESTATION**

## PREVENTION

- Daily cleansing of eyelids and lashes to keep them healthy
- Washing bedding/replacing pillows regularly
- Washing hands before touching eyes
- Regular screening by your eye doctor (especially if any symptoms listed below are present)

## SIGNS & SYMPTOMS OF DEMODEX

- Itching, dryness and redness of the eyelids
- Gritty, burning eyes
- Blurriness
- Greasy lashes / loss of lashes
- Cylindrical dandruff on the eyelashes
- Sticky yellowish discharge
- Swollen inflamed eyelids
- Diagnosis of Dry Eye Disease



## TEA TREE OIL AS A TREATMENT OPTION FOR DEMODEX

Tea tree oil (TTO) is an essential oil derived mainly from steamed melaleuca alternifolia leaves. Employed for its powerful antimicrobial, anti-inflammatory, antifungal and antiviral properties, TTO is safe and effective when used in the right concentrations.

Studies show that Tea Tree Oil in higher concentrations ( $\geq 20\%$ ), is effective at drawing Demodex mites out of the hair follicles and eradicating the infestation with an

80% success rate. At lower concentrations (5%), when used regularly over 30-60 days, Tea Tree Oil is effective in preventing the reproduction of Demodex<sup>(1)</sup>.

Tea Tree Oil is even more effective when combined with Hyaluronic Acid, which acts as a gelling agent. The rheological properties of HA allow TTO to remain in place for an extended period of time, increasing its efficacy in eradicating the mites.

(1) Treatment of Ocular Itching Associated With Ocular Demodicosis by 5% Tea Tree Oil Ointment  
Gao, Ying-Ying MD; Xu, Duan-lian MD; Huang, Ji-Juan MD; Wang, Rong MD; Tseng, Scheffer C G MD, PhD  
Cornea: January 2012 - Volume 31 - Issue 1 - p 14-17 doi: 10.1097/ICO.0b013e31820ce56c

**PRACTICE PROPER OCULAR HYGIENE DAILY WITH OUR I-LID® 'N LASH LINE OF PRODUCTS TO KEEP YOUR EYES AT THEIR BEST**

## I-LID 'N LASH®

**Gel or Wipes For Gentle, Daily Cleansing**

- ✓ Reduces bioburden and removes ocular debris
- ✓ Soothes delicate skin around the eyes
- ✓ Does not sting, burn or irritate even sensitive eyes
- ✓ Contains hydrating hyaluronic acid
- ✓ Ophthalmologist & dermatologist tested



Available in economical pump or convenient pre-soaked wipes.

## I-LID 'N LASH® HOCL CLEANSING SPRAY

**Ocular Cleansing Spray with .02% pure HOCl**

- ✓ Cleans and hydrates the eyes to maintain optimal lid and lash health
- ✓ Use in combination with I-LID 'N LASH® wipes
- ✓ No need to rinse-off



## I-LID 'N LASH® PLUS with 5% Tea Tree Oil

- ✓ Deeper cleansing for patients at higher risk
- ✓ Contains hyaluronic acid
- ✓ Same hydrating properties as I-LID 'N LASH® with minimal irritation
- ✓ Ophthalmologist & dermatologist tested



Available in jars containing convenient, pre-soaked wipes.