



WHEN TO SEE AN EYE CARE PROFESSIONAL

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 eye 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

DO YOU SUFFER FROM EYE DISCOMFORT?



YOU MAY HAVE DRY EYE DISEASE (DED), A COMMON CONDITION THAT AFFECTS 25-30% 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.

A long-lasting, lubricating dry eye ointment that delivers superior moisturizing and protection of the ocular surface. This hydrating ointment provides soothing relief of dry eye symptoms, such as soreness, irritation or a gritty sensation on the eyes and acts as a barrier against moisture loss. It is used during surgical procedures and is ideal for patients that suffer from **severe** Dry Eye Disease and lagophthalmos.

- ✓ Maximum relief for severe dry eye
- ✓ Contains 0.40% sodium hyaluronate
- ✓ Enables a prolonged contact time with the ocular surface
- ✓ Immediate, long-lasting hydration and lubrication
- ✓ Reduces tear film evaporation

For night-time use

À UTILISER DANS LES 8 JOURS SUIVANT L'OUVERTURE

I-DEFENCE® DRY EYE OINTMENT

MAXIMUM RELIEF



FOR SEVERE DRY EYE

MAXIMUM RELIEF



Immediate, Long-Lasting Hydration and Lubrication
Night-Time Use



I-DEFENCE

OPHTHALMIC OINTMENT
IMMEDIATE, LONG-LASTING HYDRATION, NIGHT-TIME USE
CONJUGENT OPHTHALMIQUE
HYDRATATION IMMÉDIATE ET DE LONGUE DURÉE,
UTILISATION DE NUIT

Contains 0.40% Sodium Hyaluronate
Contient 0.40% d'hyaluronate de sodium

PROLONGED RELIEF OF DISCOMFORT
DUE TO MINOR EYE IRRITATIONS,
SOULAGEMENT PROLONGÉ DE L'INCONFORT
DUE À DE LÉGÈRES IRRITATIONS

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 management solutions available to help alleviate your dry eyes. Depending on the severity and frequency of symptoms, your eye care professional can suggest either I-DROP® Viscoadaptive Artificial Tears or I-DEFENCE® Dry Eye Ointment, as the most suitable option for your ocular health.

VISCOADAPTIVE & PRESERVATIVE-FREE ARTIFICIAL TEARS

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
- ✓ 0.18% Preservative-free viscoadaptive hyaluronan
- ✓ Immediate, long-lasting relief
- ✓ Advanced comfort
- ✓ Non-blurring upon application
- ✓ Fewer daily applications needed

VISCOADAPTIVE & PRESERVATIVE-FREE ARTIFICIAL TEARS

I-DROP® MGD

ENHANCED RELIEF



For Evaporative Dry Eye Disease Formulated Specifically for MGD Patients

I-DROP® MGD is a premium, preservative-free, artificial tear that helps relieve symptoms associated with **evaporative** dry eye. It is the most advanced eye drop for hydrating and lubricating the cornea.

Containing superior osmoprotectants and bioprotectants, I-DROP® MGD stabilizes and restores the lipid layer.

- ✓ Offers unparalleled hydration and comfort
- ✓ 0.20% Preservative-free viscoadaptive hyaluronan + lipid layer enhancer
- ✓ Immediate, long-lasting relief
- ✓ Reduces tear film evaporation
- ✓ Blink-activated re-coating of the cornea

I-DROP® PUR GEL

SUPERIOR RELIEF



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



- ✓ Superior moisturizing and lubrication
- ✓ 0.30% Preservative-free viscoadaptive hyaluronan
- ✓ Immediate, long-lasting relief
- ✓ Superior comfort
- ✓ Non-blurring upon application
- ✓ Fewer daily applications needed