

# DRYEYE ZONE

## Hydrate

The use of artificial tears remains a first-line defence against dry-eye symptoms.<sup>1</sup> As our understanding of how the tear film changes in dry-eye patients, so does what we demand from an eye drop.

Not all eye drops are created equally and it is important that when selecting the right eye-drop for your patients you consider, among other things, the mucomimetic and hydrating power, the osmolarity, viscosity and pH of the solution.



- **Unique synergistic bipolymer** – TSP (tamarind seed polysaccharide) and HA (hyaluronic acid) has been clinically proven to outperform HA alone.<sup>2</sup>
- **Performance enhancing properties** – This unique bipolymer contains molecules which are viscoelastic, mucomimetic and hydrophilic.
- **Highly effective** – HydraMed has been shown to be 5x more effective at rapidly relieving dry, gritty eye sensations than HA alone.<sup>2</sup>
- **Longer retention** – The patented formulation has been demonstrated to deliver 84% longer retention on the pre-corneal surface than HA alone.<sup>3</sup>
- **Helps condition ocular surface** – After 30-days use there were improvements in the condition of the tear film and ocular surface, including a 48% improvement in microvilli condition, compared to HA alone.<sup>3</sup>
- **Supports comfortable CL wear** – HydraMed also helps combat contact lens induced dry-eye (CLIDE). A UK practitioner study showed HydraMed improved contact lens comfort at the start and end of day.<sup>4</sup>
- **Increases CL comfortable wearing times** – Simply place a drop of HydraMed inside the lens before insertion - 83% of patients reported longer CL comfortable wearing times and a 4x reduction in reports of contact lens related dryness or grittiness.<sup>4</sup>

Unique bipolymer  
TSP+HA



High molecular  
weight HA



Two HA strengths –  
0.2% and 0.4%



Hypotonic



Phosphate free



Preservative free



pH balanced



Suitable for use with  
contact lenses



**84%**

longer retention  
on the pre-corneal  
surface than  
HA alone<sup>2</sup>

**5x**

better relief  
than HA alone<sup>2</sup>



**83%**

reported longer  
comfortable  
CL wearing times<sup>4</sup>



**HydraMed** comes in two HA strengths: 0.2% TSP + 0.2% HA for mild to moderate symptoms and 0.2% TSP + 0.4% HA for moderate to severe symptoms. Both formulations are available in a preservative free multi-dose bottle and a novel re-closeable vial (12 drops) which maintains the solution for 12 hours.<sup>5</sup>

**DRYEYE  
ZONE**

A Best-in-Class portfolio of products selected to help you deliver excellence in dry-eye diagnosis and management.

For more information visit [www.positiveimpact.co.uk](http://www.positiveimpact.co.uk),  
email [info@positiveimpact.co.uk](mailto:info@positiveimpact.co.uk) or call 08446 696907

**positive-impact**

**References** 1. Jones L et al. TFOS DEWS II Management and Therapy Report. Ocul Surf. 2017 Jul;15(3):576. 2. Uccello-Barretta G et al. Synergistic interaction between TS-polysaccharide and hyaluronic acid: Implications in the formulation of eye drops. International Journal of Pharmaceutics. 395 (2010) 122–131. 3. Open-label randomised clinical trial on the efficacy and tolerability of HydraMed in the treatment of dry eye syndrome. F. Allavena, M. Roland– University of Genova. Data on file. 4. Atkins N. Using dry eye drops when inserting contact lenses. Optician 7/10/11: p23-24. 5. Data on file: Supports the safe re-use without contamination within 12-hours of initial opening. Farmigea S.p.A.

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