

**DRYEYE
ZONE**

**NOW
AVAILABLE**

**HydraMed
Forte**
for more severe
symptoms

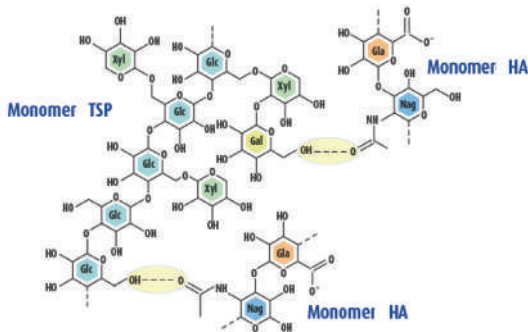


HydraMed

**5x more relief
than HA alone¹**

Unique TSP+HA bipolymer takes dry-eye drop performance to a new level

TSP+HA: Hydrophilic, Viscoelastic, Mucomimetic, Biomimetic



More water binding capacity than TSP or HA alone

84%

longer retention on the pre-corneal surface than HA alone¹

30 days

gives improved tear-film and ocular surface¹

5x

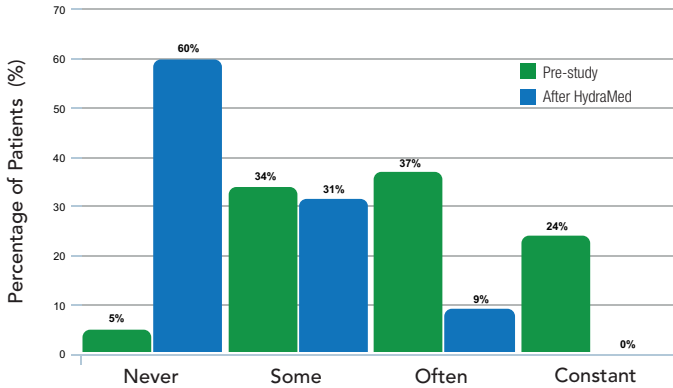
better relief than HA alone¹

- TSP (tamarind seed polysaccharide) and HA (hyaluronic acid) form a synergistic bipolymer clinically proven to outperform HA alone.¹
- 5x more effective than HA alone at rapidly relieving dry gritty eye sensations.¹
- Improves the condition of the tear film and ocular surface after 1-months regular use, compared to HA alone.¹
- 48% improvement in the condition of microvilli after using **HydraMed** compared to HA alone.²
- **HydraMed** eye drops are designed to be osmoprotective. The hypotonic solution helps lower the elevated osmolarity found in dry-eye sufferers.

Helps combat contact lens induced dry-eye (CLIDE)

- UK practitioner study showed **HydraMed** improved contact lens comfort at the start and end of day.³
- Simply place a drop of **HydraMed** inside the lens before insertion.

Contact lens dryness symptoms greatly reduced at the end of day³



83%

reported improved CL comfortable wearing times³



4x

reduction in reports of CL related dryness or grittiness³



Switch to HydraMed for a new level of patient relief and the professional reward you deserve



Re-closable daily dose vial



Blue easy-aim tip

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	✓

- For greater patient convenience **HydraMed** eye drops are available in two formats.
 - A patented preservative free multi-dose
 - A novel re-closeable vial (12 drops) which maintains the solution for 12 hours.⁴
- **HydraMed** eye drops use a high molecular weight HA at optimal concentration levels (HydraMed 0.2% for mild/moderate and HydraMed Forte 0.4% for moderate/severe symptoms).
- Partnering independents in practice and through margin support if patients purchase **HydraMed** at www.dryeyezone.co.uk



positive-impact

For more information visit www.positiveimpact.co.uk, email info@positiveimpact.co.uk or call 08446 696907

References

1. 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
2. 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.
3. Atkins N. Using dry eye drops when inserting contact lenses. Optician 7/10/11; p23-24
4. Data on file: Supports the safe re-use without contamination within 12-hours of initial opening. Farmigea S.p.A