

DRYEYE
ZONE

Bimataprost
FREE



Restore your patients' eyelashes
and confidence with Lash Builder

Introducing NEW Lash Builder from the makers of DemEx

Helps restore eyelashes and self-confidence while your patient sleeps

Living with Dry Eye can be both physically and emotionally debilitating for your patients. Increasingly the impact on patients' self-esteem is becoming a focus of care consideration, including the loss of eyelash condition.^{1,2}

Developed for Dry Eye patients suffering eyelash loss

All too often patients are faced with products containing ingredients which are linked to making dry eye symptoms worse. Now, you have an effective alternative to prescribe which is exclusively available to Independent Opticians.

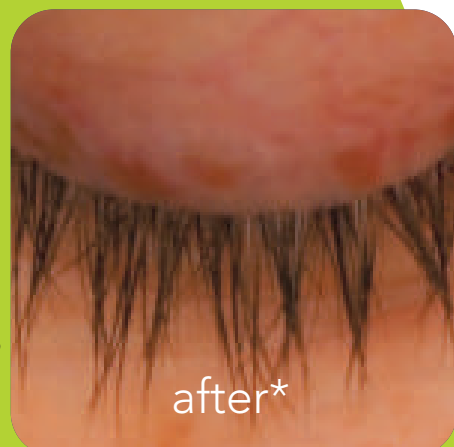


How Lash Builder works

This highly innovative formulation works using a **biomimetic peptide** - tetrapeptide 3 - and **red clover** extract. These key ingredients impact eyelash loss in three ways;

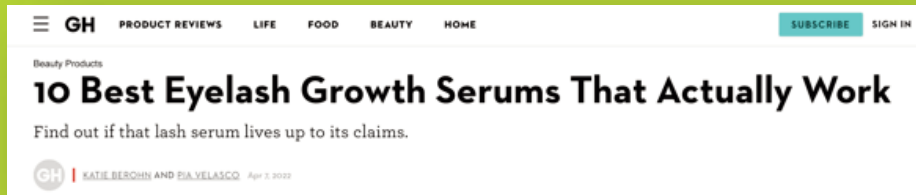
- 1. Suppresses testosterone**
Inhibits the formulation of dihydrotestosterone (DHT) which is linked to hair loss.
- 2. Increases estrogen**
Contains ingredients rich phytoestrogen which is known to promote collagen synthesis.
- 3. Supports the hair follicle**
Contains acetyl-tetrapeptide-3 to support the hair follicle by increasing collagen.

Dramatic improvements in eyelash and eyebrow volume, length and thickness are typically seen after 6-8 weeks.



This is why Lash Builder is different

Your patients are bombarded with online offerings of products which, although effective in lash-regeneration, may also exacerbate their underlying Dry Eye condition. Lash Builder offers a gentle and easy to use alternative to many available eyelash serums which often incorporate sub-optimal ingredients.



- Lash Builder is free from harsh preservatives including benzalkonium chloride (BAK) which is known to be cytotoxic to the cornea.³
- Lash Builder does not use prostaglandin based active ingredients (or their synthetic derivatives) to avoid the dry eye symptom increase associated with glaucoma eye drops using these actives.⁴

Give your patients a gentler alternative – act now

- When assessing patient Dry Eye also look at eyelash condition.
- Prescribe Lash Builder to those with signs of loss eyelash condition or thinning.
- Recognise the emotional impact that Dry Eye takes on your patients to elevate care to a new level.

Increases volume,
thickness and
length of
eyelashes



Lash Builder is part of the Dry Eye Zone®

The Dry Eye Zone® is a range of best-in-class products dedicated to supporting your professional patient care through all stages of Dry Eye.

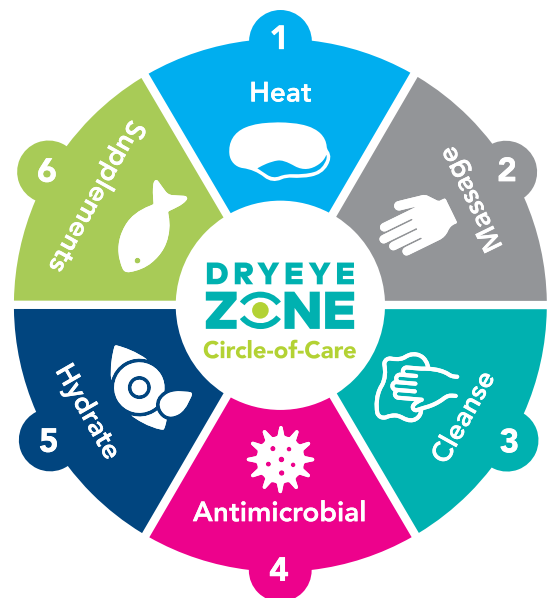
How to use Lash Builder

- Use nightly by dispensing a small bead of gel into your clean hand (no cotton wool or pads are needed)
- Apply to clean closed eyes
- Do not rinse off
- Leave over night
- Rinse off as part of the usual morning care routine



Lash Builder comes in an easy-to-use 15ml pump bottle, each pump delivers sufficient clear gel for both eyes. Lash Builder gel has a reassuring mild organic medicinal odour.

Bimatoprost Free	✓
Synthetic Prostaglandin Free	✓
Free from Formaldehyde releasing preservatives	✓
Paraben Free	✓
BAK Free	✓



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

References:

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2. Kitazawa M, Sakamoto C, Yoshimura M, Kawashima M, Inoue S, Mimura M, Tsubota K, Negishi K, Kishimoto T. The Relationship of Dry Eye Disease with Depression and Anxiety: A Naturalistic Observational Study. Transl Vis Sci Technol. 2018 Dec 28;7(6):35. doi: 10.1167/tvst.7.6.35. PMID: 30619655; PMCID: PMC6314109.
3. Sarkar J, Chaudhary S, Namavari A, Ozturk O, Chang JH, Yeo L, Sonawane S, Khanolkar V, Hallak J, Jain S. Corneal neurotoxicity due to topical benzalkonium chloride. Invest Ophthalmol Vis Sci. 2012 Apr 6;53(4):1792-802. doi: 10.1167/iops.11-8775. PMID: 22410563; PMCID: PMC3995561.
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