

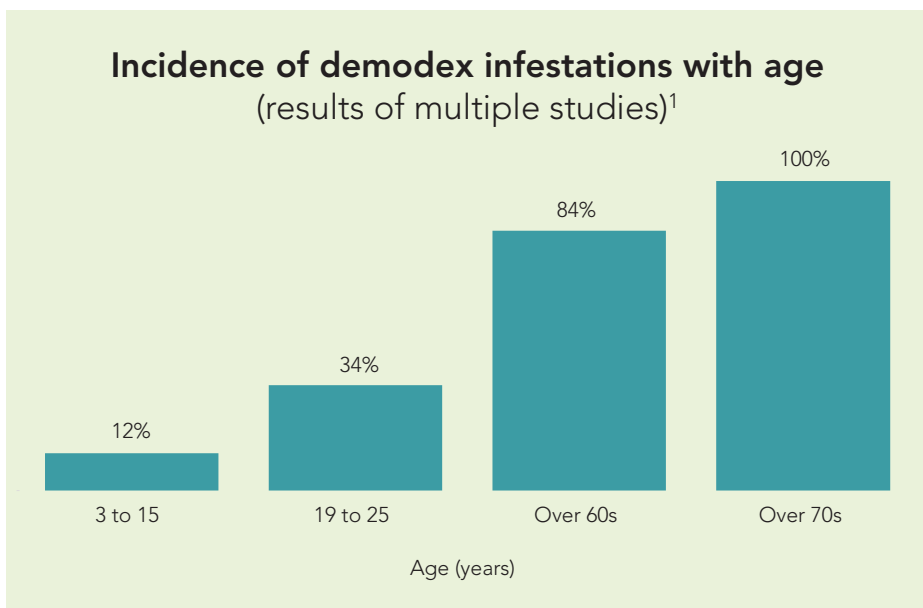
DRYEYE
ZONE



DemEx – Your first-line defence
against demodex

1-in-2 patients are likely to have a demodex infestation – it is more common than you 'mite' think

- Infestation with demodex mites is a common occurrence, especially as people age, leading to eyelid inflammation and irritation.¹
- A study of over 1000 eye care patients, regardless of the reason for their visit, found almost 60% had demodex blepharitis.²
- Suspect demodex when you see – MGD and dry eye, blepharitis, trichiasis, chalazia, blepharoconjunctivitis and keratitis.³

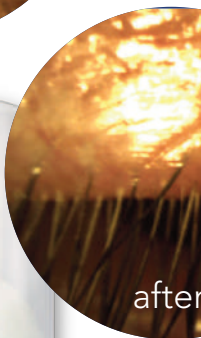


Take control of demodex with the gentle power of DemEx foam cleanser

- **DemEx** only contains pure terpinen-4-ol (T4O), the most miticidal component of tree tea oil (TTO), avoiding the TTO principle allergens terpinolene and α -terpinene.⁴
- T4O is effective against both *Demodex folliculorum* and *Demodex brevis* and has a broad spectrum antimicrobial efficacy.⁵
- When used at a level of 2.0%, T4O is proven to be both safe and efficacious – without irritation, sensitisation, or allergic contact dermatitis.⁶



before



after



DemEx
by a leading eye care professional in response to patient demand for a gentle and effective answer to this common eye care problem. Demodex infestation.

- Routinely look for signs of demodex by asking patients to look down for a clear view of the lash base.
- Another useful diagnostic method is lash removal with demodex counting under a simple microscope.



- The **DemEx** non-sticky foam is easy to use, especially for those with reduced dexterity.
- A foam is more cost effective and environmentally friendly than wipes.



Easy to use foam

- **DemEx** contains salicylic acid which is keratolytic (exfoliative).
- This softens and removes debris, helping to combat hyperkeratinisation and unblock the meibomian glands.



Deep Cleansing

Contains salicylic acid
a natural exfoliant

- The **DemEx** formulation contains ingredients with antimicrobial and anti-inflammatory properties which helps deliver overall eyelid condition.
- This includes efficacy against meticillin-resistant *Staphylococcus aureus* (MRSA) and *Acanthamoeba castellanii*, potential demodex food sources.



Anti-microbial &
anti-inflammatory



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An eye care professionals guide to using DemEx

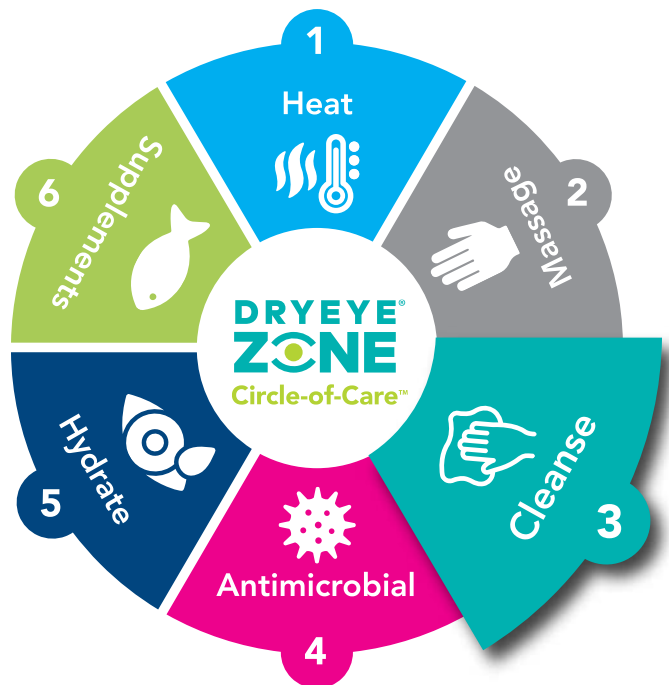
The DemEx 3-Step Patient Treatment Plan

Step 1 Initial Treatment	Step 2 Ongoing Management	Step 3 Routine Maintenance
<p>Apply DemEx morning and evening. Rinse off.</p> <p>In more severe cases consider advising leaving on overnight. Do not rinse off.</p>	<p>Apply DemEx morning and evening. Rinse off.</p>	<p>Apply DemEx every 1 or 2 days. Rinse off.</p> <p>Consider adding a hypochlorous spray, such as Purifeyes, once or twice a day to maintain a healthy periocular microbiome.</p>
Duration: 1-week	Duration: 5-weeks Step 1&2 takes 6 weeks – equivalent to 2 full demodex life-cycles	Duration: Ongoing

As **DemEx** works it creates a pleasant cooling sensation. It is recommended to advise patients of this in advance.

DemEx contains ingredients which have the following properties:

Anti-bacterial ⁵	✓
Anti-inflammatory ⁵	✓
Kills Demodex ⁴	✓
T4O at a safe and effective level ⁵	✓
Terpinolene and α -terpinene free ⁴	✓
Foaming Cleanser	✓
Exfoliating ⁷	✓



positive-impact

For more information visit www.positiveimpact.co.uk, email info@positiveimpact.co.uk or call 01424 851375

References:

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