

BlephEx[®]

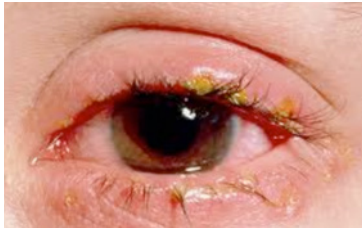
Healthy Lids for Life!



**THE FIRST AND ONLY DOCTOR
TREATMENT FOR BLEPHARITIS**



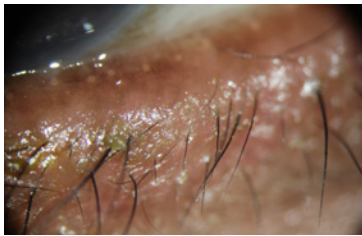
BlephEx® A revolutionary new treatment for blepharitis!



BlephEx®, the newest treatment for blepharitis, is a in-office procedure performed directly by the eye care provider. Doctors can now take an active role in treating blepharitis instead of simply relying on the patient's ability to perform semi-effective home lid scrubs.



With BlephEx® the doctor thoroughly and precisely eliminates the scurf and bacterial debris, the main causes of inflammatory lid disease.



Common symptoms of blepharitis

- Itching or scratchy eyes
- Foreign body sensation
- Tearing
- Crusting
- Redness/inflammation
- Mattering
- Dry eyes
- Eye rubbing

Properly performed, BlephEx® will reduce or alleviate these chronic and debilitating symptoms in your patients. Treatments are typically repeated at regular monthly intervals depending on severity of the disease.

By eliminating the inflammatory etiology of blepharitis, the overall health of the eyelid is improved. Patients can then begin to produce more of their own tears and finally enjoy a life free from the chronic and irritating symptoms associated with blepharitis and its subsequent dry eye disease.

BlephEx® patient affordability

While BlephEx® is not currently covered by insurance, it is a very affordable procedure, especially when compared to the long-term costs of dry eye treatment. Patients will not only save hundreds of dollars on artificial tears, cyclosporines, antibiotics and anti-inflammatories, but for the first time, will actually enjoy the benefits of an effective treatment. Most doctors typically charge \$120 to \$140 per procedure and recommend repeating it every 3 to 6 months.



Incorporation of BlephEx® into your practice

The remarkable results from the BlephEx® procedure can be achieved in just a few minutes at the end of a regular exam, so it's easily incorporated into a busy doctor's schedule. As your number of cases increase, a skilled technician can be trained to perform BlephEx® in a dedicated space.

Patient acceptance and satisfaction of BlephEx®

Research shows that nearly 95% of patients will accept this procedure and it's associated fee when the pathology of blepharitis and it's associated symptoms are thoroughly explained. The treatment is well tolerated. Most patients only experience a tickling sensation of the lids and lashes.

Afterwards, patients report an almost immediate relief from their symptoms. They leave your office finally free of the chronic irritation and eye rubbing that they have suffered from and lived with for many years.



You're a Doctor...Treat the Disease with **BlephEx**[®]



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Healthy Lids for Life!

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Caution: Federal law restricts this device to sale by or on the order of a Physician or Optometrist.