

**Your customers'  
eyes are precious.  
Look after  
them!**



[keepyoureyesfit.com](http://keepyoureyesfit.com)

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Ref. Nr. M536GB003A

**Keep  
your  
eyes fit.**

The eye service from the optician:  
Promotes eye health and prevents  
problems.

**tear  
stim**

# Dry Eye syndrome.

**Many people are familiar with the problem: Eyes that burn, scratch and itch, are red and tired or are hard to open in the morning.**

Dry Eye syndrome (sicca syndrome) is a problem affecting as much as 20% of the population. The symptoms are varied and triggered by the strains of modern eye life – the overabundance of screens and digital stimuli, artificial light and air pollution. All these factors facilitate Dry Eye and make it all the more burdensome.

## What causes Dry Eye?

Dry Eye is caused by damage of the tear film – more precisely by a malfunction of the Meibomian glands. These glands are located on the edges of the eyelid and excrete an oily substance that prevents tear fluid from evaporating. If this lipid layer in the tear film is not enough or no longer pronounced, the tear fluid evaporates too quickly, causing burning in the eye.

# Tear film

The tear film maintains the function of the eye and comprises three layers:



## Lipid layer.

Is produced by the Meibomian glands.

## Aqueous layer.

Is produced by the lacrimal glands.

## Mucous layer.

Lies directly on the eyeball and is separated from the conjunctiva.

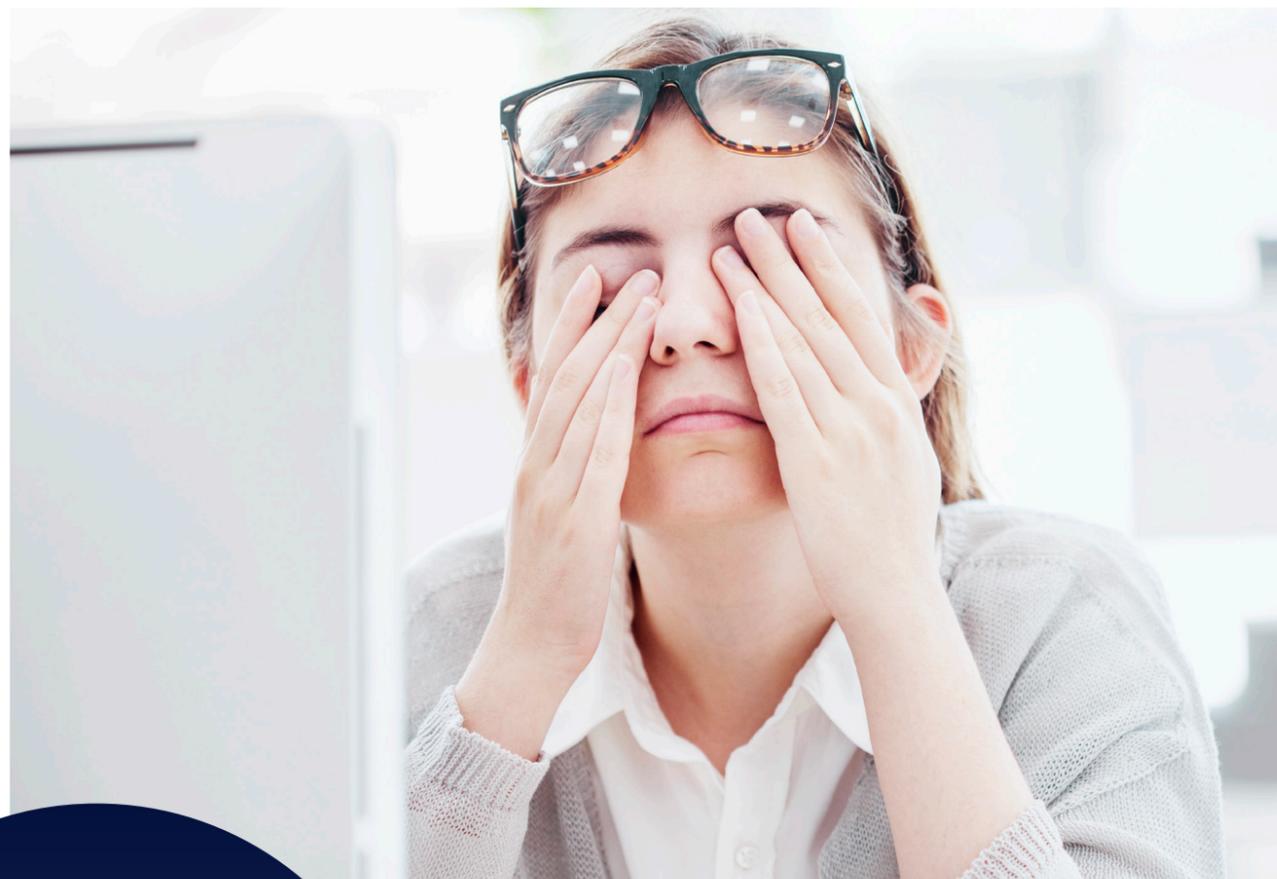


# Constant stress for your eyes

## Causes.

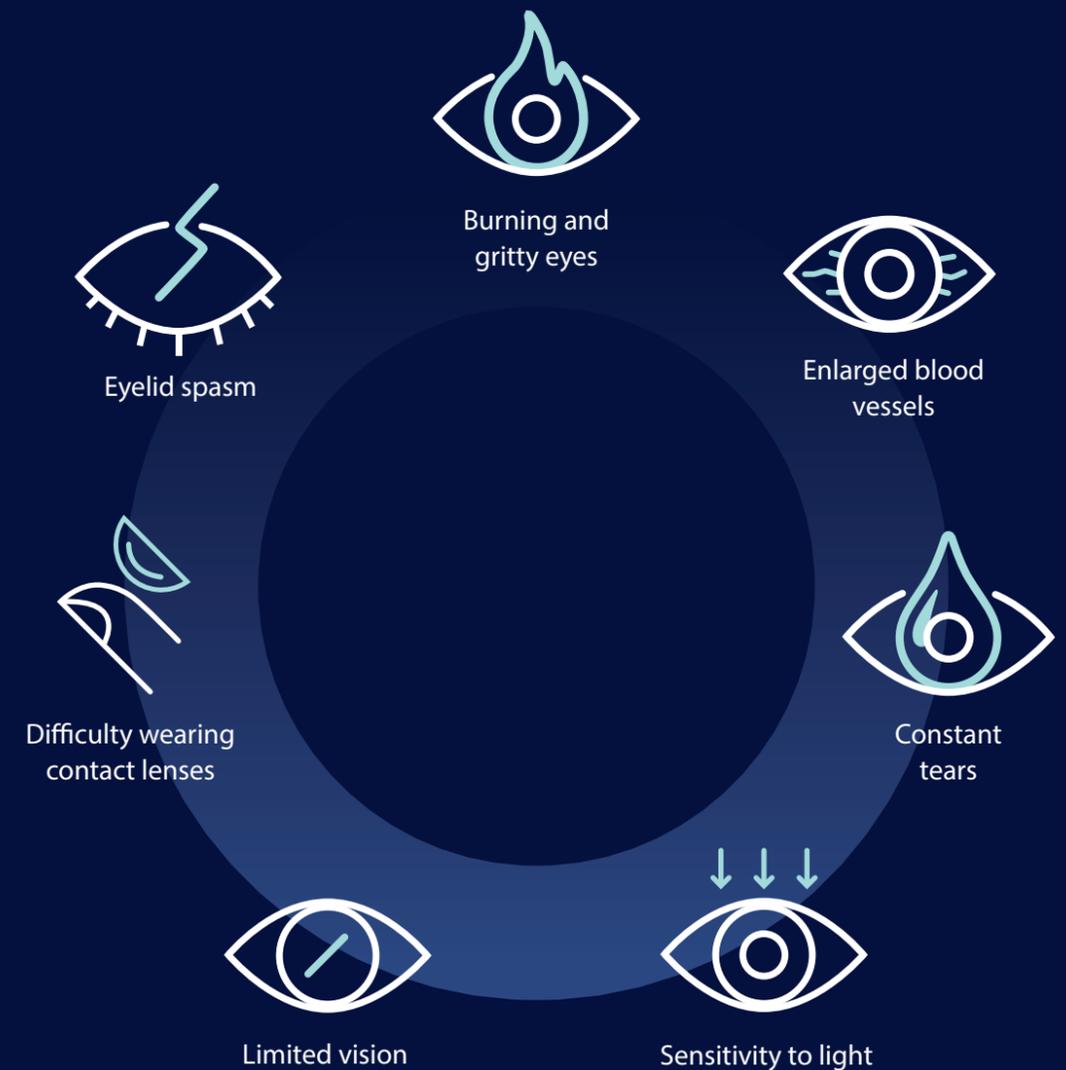
Negative environmental influences and modern working and living conditions facilitate Dry Eye.

- Age
- Displays
- Eye surgery
- Dehydration
- Hormone disorders
- Nutrition
- Medications
- Harmful substances
- Contact lenses



## Problems.

Redness, fatigue, blurred vision, and scratchy eyes are the first signs of Dry Eye. Over time, many other symptoms and serious complications can occur, such as infections, sties or micro-corneal ulcers.





## The optician's eye service: Makes eyes fit.

The eye service ensures that the Meibomian glands start working again and thus eliminates the cause of Dry Eye – in contrast to eye drops, which only aim to alleviate the symptoms.

**The effect is achieved with tearstim – a device based on innovative pulsed light technology (IRPL®).**

tearstim sends pulses of light to the skin around the eye and affects the areas along the nerve. The „exposure“ of the nerve releases neurotransmit-

ters that interact with the Meibomian gland and stimulate the gland's secretion. As a result, the dry lipid layer receives a natural boost of lipids, which reduces the evaporation of tear fluid and prevents the eye from drying out. In addition, the quality of the glandular secretions is improved, and the tear film's lipid layer is stabilized.

### **The result:**

The symptoms disappear and eyes regain their fitness. From the first application on.



Quick and easy



Long-lasting



Scientifically proven:  
90% satisfaction

# Fit eyes. From the very first application.

## Here's how the eye service works:

- The service only takes a few minutes.
- The client sits comfortably in a chair with the backrest tilted back. The optician covers the client's eyes with protective metal eyecups that are impermeable to the emitted rays. Hydrogel is applied to the lower eyelid.
- A series of light pulses is performed around the eye. These are gentle and non-invasive.
- The series is repeated in the same way on the lower eyelid of the other eye.
- The application restores the normal activity of the Meibomian gland, with very rapid improvement for the client within hours of the application. The effect lasts a few days at the beginning.
- In total, the eye service comprises three to four sessions.

# Eyes and light. A good combination.

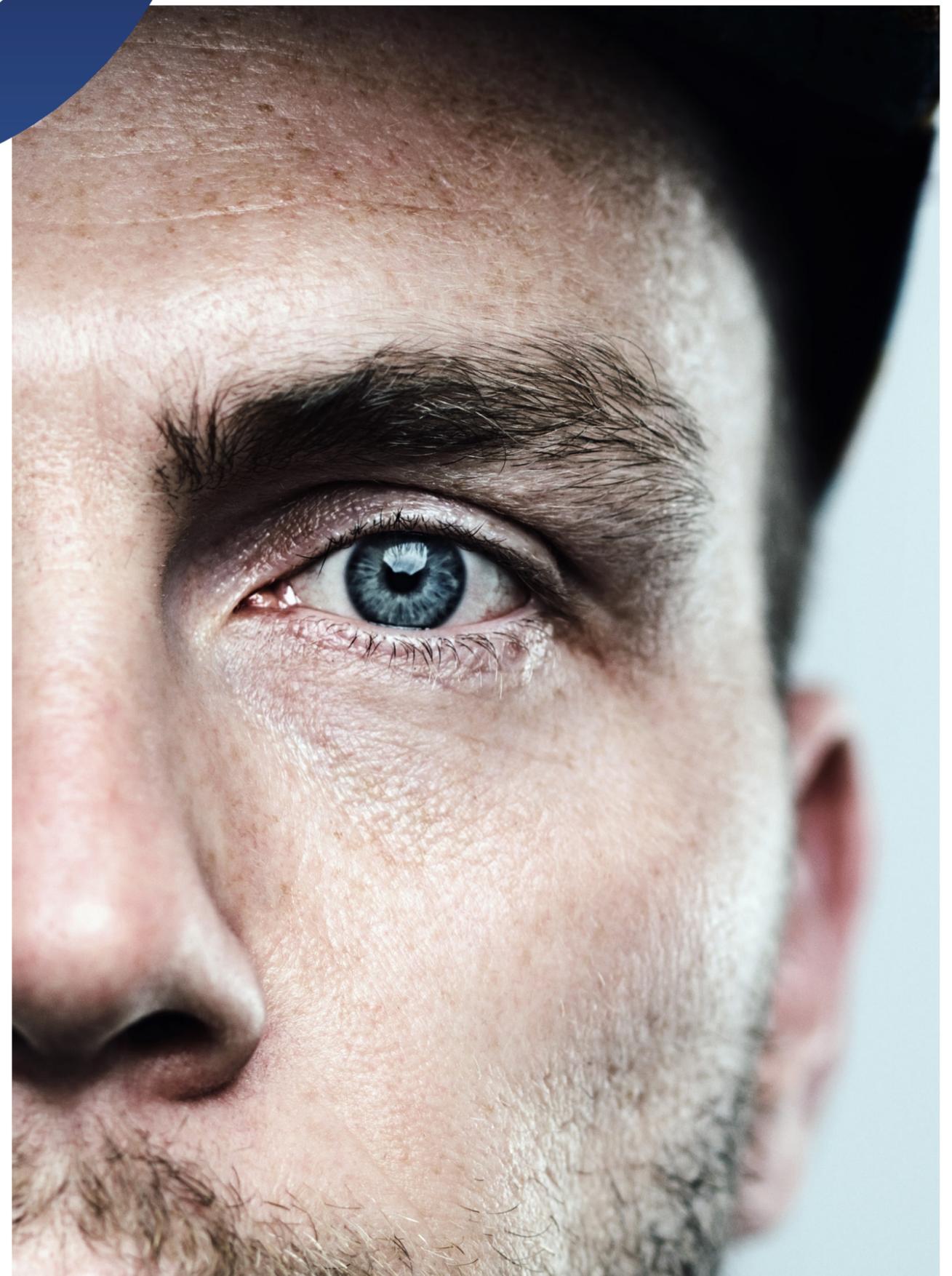
## Effective in 85% of cases.

The eye service uses leading technology: the innovative Intense Regulated Pulsed Light technology (IRPL®), the effectiveness of which has been clinically proven multiple times. Studies prove: a significant improvement of irritations perceived by customers, with

90% satisfaction after the first two sessions. This improvement is noticeable from the first application, it continues for several days and then even longer from session to session.

# Prevention makes sense.

The eye service not only combats the causes of Dry Eye, but also has a preventive effect – it takes effect even before symptoms arise. Thus, the application can also be performed on children who are part of the risk group due to heavy use of electronic media. Thanks to the eye service, the symptoms do not even occur.



# Marketing package



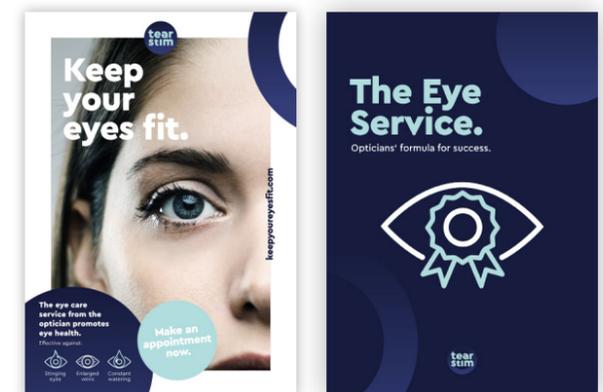
## POS-Marketing

- Customer flyer
- Eye certificate
- Eye pass
- Bring-a-friend card
- POS display
- Display poster A3-A1
- Eye service quality seal
- And much more.



## Press | Advertisements | Mailing

- Press texts
- Layout advertisement A4
- Direct e-mails



## Online media

- Site linking
- Online appointment
- Newsletter design
- Social media postings



# tearstim® technical data



Dimensions	Maximum 270 x 210 x 380 mm
Weight	Maximum 6,4 kg
Size packaging	Measurements incl. packaging 612 x 325 x 540 mm
Wavelength	> 580–1200 nm
Technology	IRPL® (Intense Regulated Pulsed Light)
Manufacturer warranty	2 years
Device service	Maintenance-free
Installation type	Desktop unit, mobile use

# The perfect duo.



The innovative solution  
to determine tear film  
quality.

For long lasting  
improvement for red,  
irritated and Dry Eyes.