

Press Release

France, November 2021

## ESW vision starts business operations in the US market

With its announcement of participation at the 2021 AAO, leading French dry eye management company ESW vision has started business operations in the US market.

**Houdan, France (November 2021)** – ESW vision, as part of E-Swin Group France, is eager to be back to in-person meetings with its participation at this year’s American Academy of Ophthalmology meeting to showcase its complete dry eye management portfolio for dry eye analysis (tearcheck®) and treatment (E-Eye / tearstim®). ESW vision will be located at booth #4921 at the Ernest N. Morial Convention Center, where the AAO meeting will take place from November 12 to 15, 2021.

### Managing dry eyes – smart, efficient and reliable

What distinguishes ESW vision is its focus on creating technological solutions dedicated solely to the management of dry eyes, and a product offering across optical and ophthalmological industries. In 2020, ESW vision launched the latest innovation, **tearcheck®**, to create a new standard for **smart dry eye analysis**, with 9 tests for analyzing the ocular surface in less than 10 minutes. The revolutionary device has two completely new patented tests on board: Tear Film Stability Evaluation (TFSE®) and Ocular Surface Inflammatory Evaluation (OSIE®). The ease-of-use opens new perspectives for eye care practitioners to identify dry eye patients with fast and reliable screening.

With **E-Eye, the pioneering dry eye treatment** technology, specially certified for Meibomian Gland Dysfunction (MGD) based on patented IRPL® Intense Regulated Pulsed Light, ESW vision has established its leading dry eye treatment technology: today already more than 1.500 eye care practitioners in more than 50 countries worldwide use the scientifically proven technology.

*“Our aim is to support dry eye experts with a complete solution to manage dry eyes: simple, fast and reliable, with efficient and long-lasting results for their patients. Our new and unique eye service concepts allow highly profitable dry eye management, fully-equipping and investment-free, including patient marketing support and special add-ons dedicated to the current US market entry ...”* says Petra BRUCKMUELLER, CEO of ESW vision and President of E-Swin Group.

### US market kick-off

With its participation at the AAO, ESW vision marks its initiation of business operations in the US with its novel product portfolio focused on analyzing and treating dry eyes. ESW vision invites all eye care practitioners to visit Booth #4921 at the 2021 AAO to **Discover the Difference** with its complete and unique dry eye management solution.

## About ESW vision

Established in 2017 as part of E-Swin Group in France, ESW vision takes care of the international business development of E-Swin's product line for dry eye management. The US market will be supplied and supported directly through E-Swin USA, a new branch of E-Swin Group, established in 2020.

ESW vision is unique in offering cross-industry solutions for dry eye analysis and treatment, with applications possible in various practitioner groups in ophthalmology and optometry.

[www.esw-vision.com](http://www.esw-vision.com) | [www.KeepYourEyesFit.com](http://www.KeepYourEyesFit.com)

## About E-Swin

E-Swin, located in Houdan, 60 km from Paris, was founded in 2007 and is a leading French ISO-certified company that develops and manufactures highly innovative medical devices, registered and available in more than 50 countries worldwide. E-Swin Group's headquarters is located in Houdan (France), with export offices in Sydney (Australia), Linz (Austria) and New York (USA).

[www.e-swin.com](http://www.e-swin.com)

## Online Links:

[Dry Eye Management](#)

[tearcheck®](#)

[E-Eye](#)

[Link for photos](#)

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