

ESW vision is completing its 10-year Journey of Innovation in Dry Eye Management



Representatives of the sales and marketing teams at ESCRS London. From left to right: Vipul Chitravanshi, Julie Turgot, Alma Aljic, Peter Baranovic, Bruce Gould, Günther Stadler and Petra Bruckmüller (CEO, E-SWIN/E-SWIN for Vision).

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A decade of innovation, scientific collaboration and global business development marks the beginning of a new chapter for E-Swin for VISION (ESW vision).

ESW vision, specialist in innovative technologies and solutions for Dry Eye Management, completed its 10-year journey, marking a decade of technological innovation, scientific collaboration and international expansion.

Founded in 2016 as the international business unit of the French E-SWIN Group, ESW vision began with a clear ambition: to transform the management of Dry Eye Disease through innovative technology and scientific excellence. Ten years later, the company has grown into an internationally recognized Dry Eye specialist, with its solutions used by ophthalmologists, optometrists and eye care professionals in more than 60 countries.

Over the past decade, ESW vision has progressively expanded its approach from individual diagnostic and treatment technologies toward a complete and comprehensive Dry Eye Management ecosystem, combining early detection, **prevention, smart screening, diagnostics, treatment, digital services, clinical expertise and patient management.**

Among the milestones shaping this journey are the international development of latest version of **E-Eye**, based on patented Intense Regulated Pulsed Light (IRPL®) technology, the introduction and continuous evolution of the **tearcheck® 5.0** diagnostic platform, the integration of the ultra-compact **tearstim®** treatment device, and the development of **connect®**, connecting partners, users, technologies and services within a dedicated digital environment.

Today, ESW vision's international network extends across **60+ markets, with more than 3,000 dry eye experts worldwide, and over 30 trusted partners**, reflecting a long-term strategy built around close collaboration with local distributors, eye care professionals and clinical experts.

Reflecting on the company's first decade and its ambitions for the future, Petra Bruckmueller, CEO of E-Swin Group, emphasizes the importance of continuous innovation and collaboration: **"As we are completing this important milestone, we are not looking back with satisfaction we are looking forward with determination. The field of ophthalmology is evolving rapidly, and ESW vision is committed to remaining at the forefront of this transformation. Through continuous research, technological excellence, and a passion for improving patient care, we will continue to develop solutions that make a real difference."**

From innovation to a comprehensive Dry Eye Management approach

Dry Eye Disease is increasingly recognized as a chronic, multifactorial condition affecting patients across generations. According to the company's 10-year journey, special brochure publication, changing lifestyles, increased digital screen exposure, environmental factors, contact lens wear and an ageing population are contributing to a growing and increasingly diverse patient population.

This changing landscape is also transforming the way Dry Eye Disease is managed. ESW vision sees the future moving from predominantly reactive care toward **earlier detection, prevention, personalized treatment pathways and long-term ocular surface management**.

As part of this evolution, the company has introduced initiatives such as its **Eye Fitness Test**, a digital self-assessment designed to raise awareness of Dry Eye condition, identify common risk factors and early symptoms, and encourage individuals to seek professional evaluation at an earlier stage. By promoting prevention and early detection, ESW vision aims to help patients take action before symptoms progress, reducing the risk of delayed diagnosis and treatment initiation at a more advanced stage of the disease.

Science at the heart of innovation

Scientific research and clinical validation have been at the heart of ESW vision's development from the very beginning. With more than **14 years of clinical research and over 2,400 patients included in published clinical investigations**, the company has built a strong foundation of scientific evidence, supported by prospective, randomized and placebo-controlled studies, as well as independent research conducted by universities, hospitals and Dry Eye experts worldwide.

This commitment to scientific excellence is further strengthened by a global network of clinicians and specialists whose expertise, research and real-world clinical experience contribute to advancing Dry Eye Management and continuously improving patient care.

Mission 2030: shaping the next generation of Dry Eye Management

While its 10-year journey is completed in 2026, ESW vision sees this milestone as the beginning of an ambitious new chapter: **Mission 2030**. Building on its established Dry Eye Management ecosystem, the company aims to take its integrated approach even further, advancing next-generation technologies, strengthening digital connectivity, expanding global access and driving a personalized approach to eye care. Through Mission 2030, ESW vision aspires to set new standards and become a global benchmark in comprehensive Dry Eye Management and Ocular Surface Health.

Emerging fields including **data intelligence, digital health platforms**, predictive diagnostics, biomarker research and personalized medicine are expected to increasingly influence the way Dry Eye Disease is diagnosed, treated and monitored. ESW vision intends to continue developing its technologies and ecosystem alongside these changes.

After ten years of innovation, ESW vision enters into a next chapter with the same principle that has guided the company from the beginning: **innovation should serve a meaningful purpose: improving eye care and patients' quality of life.**

“Our mission extends beyond creating products. We are building the future of Dry Eye Management.”

About ESW vision

ESW vision is a registered trademark of E-SWIN, a medical technology development and manufacturing company, headquartered in Houdan, France. E-SWIN specializes in the design and production of cutting-edge medical devices, distributed in over 50 countries worldwide. ESW vision is focused on anticipating future market needs by introducing pioneering products and concepts that make the treatment of dry eye conditions more effective and accessible around the world.

www.esw-vision.com



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