

OFFER YOUR PATIENTS THE **BEST** CHOICE



I-DROP® MGD

**ENHANCED RELIEF FOR
SEVERE CHRONIC DRY EYE**

NEW!

A PREMIUM, PRESERVATIVE-FREE EYE DROP WITH
SUPERIOR OSMOPROTECTANTS AND BIOPROTECTANTS FOR
UNMATCHED HYDRATION AND LUBRICATION OF THE CORNEA

THE BENEFITS OF I-DROP® MGD

- ✓ Preservative-free
- ✓ Contains viscoadaptive hyaluronan with a lipid layer enhancer
- ✓ Stabilises and restores the lipid layer
- ✓ Offers unparalleled hydration and comfort
- ✓ Reduces tear film evaporation
- ✓ Blink activated re-coating of the cornea



 **graftonoptical.com**

SEE THE DIFFERENCE

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Are there any direct competitors?

There are several products out there with a lipid component which also have an emulsifier but none other than I-DROP MGD is completely water soluble.

How does the Lipid Layer Enhancer work?

The lipid component is a phosphorylcholine molecule with a short fatty acid chain. This molecule has both hydrophilic and lipophilic properties which allow it to integrate into the lipid layer to help stabilise it, but at the same time the hydrophilic head has a very high water absorption capacity (greater even than hyaluronan). Therefore it stabilises the lipid aqueous interface and also hydrates the corneal surface.

How many applications per day are recommended?

Typically 1-2 applications per day would be sufficient to provide relief for most patients but there is no reason not to use it as often as is required in very severely dry eye. There are approximately 250 drops per bottle.

The shear thinning properties that we have measured for this product are almost ideal, meaning that the viscosity at zero shear is the highest we have seen for any HA product, and the shear viscosity at blinking rate is very low. This is what we look for when we design an “ideal” viscoadaptive eye drop.

