

sterileyes®



ANTIMICROBIAL
PROTECTION



WHAT IS STERILEYES®?



Sterileyes® is an antibacterial shield on the compress, clinically proven to kill 99.9% of bacteria. The patented solution is bound to the fibres of our fabrics to protect the eyes from potentially harmful bacteria.



Sterileyes® also provides stain protection, extended product life and eliminates germs that synthesize fats and lipids which create odour.



Stays Fresh:
Inhibits the growth of odour-causing bacteria




Assurance:
Long lasting protective shield



Skin Friendly:
Offers protection without causing irritation



WHY DO I NEED STERILEYES®?



Contrary to popular belief, under normal operating instructions, not all bacteria on masks are killed in the microwave.

Compresses without Sterileyes® protection may be contaminated with bacteria prior to being used, at the time of purchase. We submitted several commercially available compresses to assess if they have any antibacterial properties.

The results of one sample, was not readable due to the very high count of pre-existing bacteria on the product.

After following the manufacturer's microwave heating instructions, the bacteria were measured. It was concluded that microwaving resulted in marginal antibacterial activity with very significant levels of the test organism remaining.

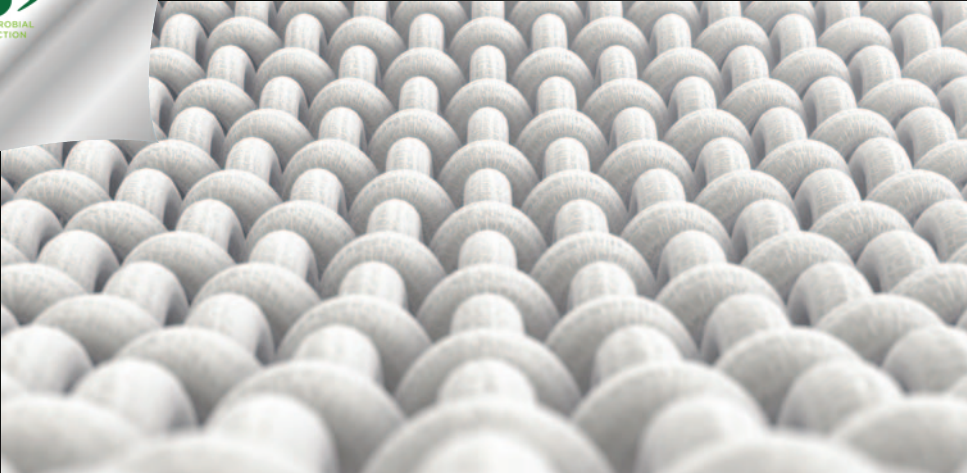
"I do have grave concerns about patients continuing to use contaminated hot compresses"

**Dr Colin Parsloe,
Ophthalmologist**

"With any healthcare products applied to the skin, especially over the eyes and face, there is always the danger of bacterial cross-contamination"

**Dr Hilary Jones, Medical
Broadcaster, GP**

STERILEYES® KILLS 99.9% OF BACTERIA

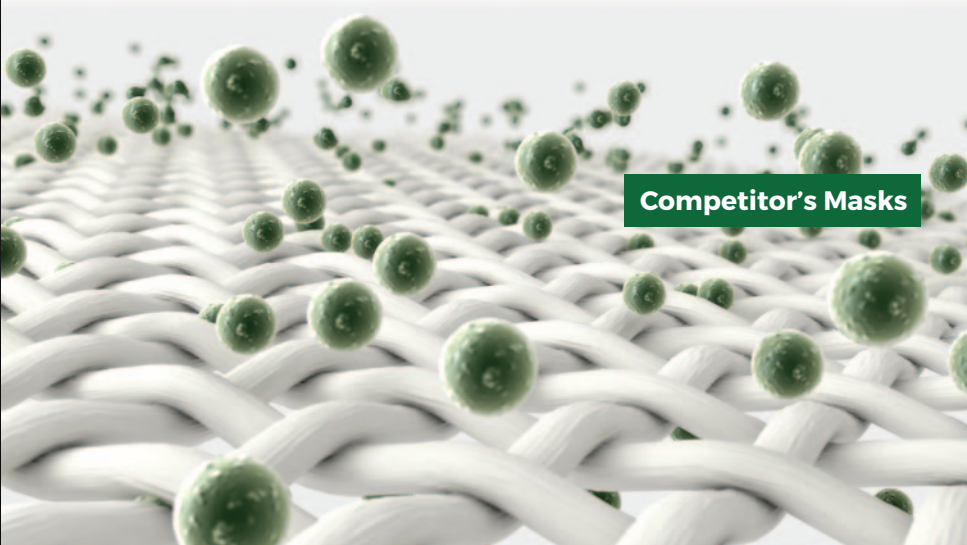


The Eye Doctor with Sterileyes®

The manufacturer of one commercially available mask advises heating the compress for 1 minute prior to first use. Unfortunately, when tested, microwaving prior to use has a limited effect on reducing the number of bacteria present on the compress.

Whilst killing some, the remaining micro-organisms are at an eye-wateringly high number which, without Sterileyes®, may continue to multiply.

In ideal conditions and without Sterileyes®, bacterial numbers can double over a 20 minute period.



Competitor's Masks

PROTECT YOUR EYES WITH STERILEYES®

WHAT ARE THE POTENTIAL EFFECTS OF BACTERIA ON AN EYE COMPRESS?

In addition to bacteria already on the mask, it is entirely conceivable that during normal use, millions more bacteria can be transferred from the eyes and face onto the eye compress during treatment.

Increasing levels of bacteria on the compress could create the opportunity for potential cross-infection and may even prolong the treatment regime, symptoms and hinder patient compliance.

“Sterileyes® is a breakthrough product and introduces a new paradigm shift we all must make in managing our dry eye patients.”

**Dr Colin Parsloe,
Ophthalmologist**

STERILEYES® KILLS 99.9% OF BACTERIA

WHAT IF I USE MY COMPRESS AS A COLD TREATMENT?

When eye compresses are used as a cold treatment the problem of bacteria on masks is exacerbated.

Although when using as a hot treatment microwaving has a limited effect, when using the mask cold, there is no protection from the bacteria already on the compress.

Bacteria are not killed at freezing temperatures, they are preserved and lay dormant. When removed from the freezer and placed on the eyes, the compress begins to thaw and so does the bacteria.

Once the contaminated cold mask is reapplied to the eyes the bacteria are active again to potentially cross-contaminate and/or aggravate the condition.

STERILEYES® KILLS 99.9% OF BACTERIA

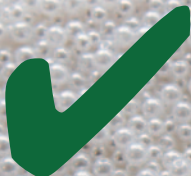
WHY HAVE WE DISCONTINUED GRAIN FILLED PRODUCTS FROM OUR RANGE?

We believe that compresses filled with natural fillings, such as flax/linseed, have the potential to harbour more bacteria, are prone to mould, if not stored correctly, can be susceptible to odour and testing shows them to be more flammable.

We regularly conduct performance and safety tests on The Eye Doctor range and compare to other similar commercially available masks. There is always the possibility of some patients heating their compresses for longer than stipulated in the instructions, consequently we also conduct abuse testing.

Images show a Flax/Linseed filled compress and the Eye Doctor BodyBead filling after being overheated. Whilst Flax/Linseed

compresses are safe if patients follow the heating instructions, in light of these results we have discontinued the use of Flax/Linseed from our range.



WHAT DO THE PROFESSIONALS SAY?



Dr Hilary Jones, Medical Broadcaster, GP

'Dry eye syndrome and meibomian gland dysfunction are common disorders and cause a range of chronic and uncomfortable symptoms.

Fortunately, eye masks and compresses can provide both immediate and long-term relief but not all eye masks are the same. Most claim to be reusable, but as with any healthcare products applied to the skin, especially over the eyes and face, there is always the danger of bacterial cross-contamination.

The Body Doctor Eye Compresses are unique in that they are the only eye compresses containing Sterileyes®, a compound clinically proven to dramatically inhibit and eradicate these potentially troublesome bacteria even when used repeatedly. Just as all wearers of spectacles and contact lenses need to take careful precautions to look after their eyes, anyone using eye compresses should do likewise and choose the most effective and safest product. '



Dr Colin Parsloe, Ophthalmologist

'Biofilm refers to a sticky protective substance that bacteria used to protect themselves from natural defense mechanisms and antibiotics. Normal skin bacteria combine together and use a process called quorum sensing to change the way they communicate with one another and to alter their normal biological processes. This protective biofilm can be found along the skin and base of the eyelashes of patients with Anterior Blepharitis and dry eye disease. These bacteria become more virulent and produce exotoxins including Lipase that aggravates their dry eye disease. For more detail go to mydryeye.com/Blog.

I do have grave concerns about patients continuing to use contaminated hot compresses.

Anyone caring for a patient's eye must follow the Hippocratic oath of Primum non nocere "first, to do no harm".

Sterileyes® is a breakthrough product and introduces a new paradigm shift we all must make in managing our dry eye patients.'



**Dr Hilary Jones,
General Practitioner and Medical Broadcaster**

**RECOMMENDED
BY
DR HILARY
JONES**



HOT & COLD ANTIBACTERIAL EYE COMPRESS

“ The Eye Doctor is a simple, ingenious and reusable solution for a wide range of common eye conditions. Use it regularly and you'll see for yourself, just how effective it really is ”

RRP **£19.95**

- + STERILEYES® ANTIBACTERIAL PROTECTION
- + REUSABLE (365+ TIMES)
- + MOIST HEAT
- + HOT & COLD TREATMENT
- + OVEN / MICROWAVE / FREEZER
- + REMOVABLE WASHABLE COVER
- + ADJUSTABLE STRAP
- + STORAGE BAG
- + EYELID WIPES

**YOUR IDEAL PARTNER
FOR DAILY EYELID
HYGIENE**



Product code: EDPR03

**Dr Hilary Jones,
General Practitioner and Medical Broadcaster**

RECOMMENDED
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JONES



HOT & COLD DRY EYE COMPRESS

RRP **£9.99**



“ The Body Doctor Eye Compresses are unique in that they are the only eye compresses containing Sterileyes®, a compound clinically proven to dramatically inhibit and eradicate these potentially troublesome bacteria even when used repeatedly. ”

- + STERILEYES®
ANTIMICROBIAL
PROTECTION
- + REUSABLE
ADJUSTABLE STRAP
- + MOIST HEAT
- + HOT & COLD
TREATMENT
- + BODYBEADS®
SELF HYDRATING
TECHNOLOGY
- + MICROWAVE/
FREEZER

**YOUR IDEAL PARTNER
FOR DAILY EYELID
HYGIENE**

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REUSABLE
ANTIBACTERIAL

INSTANT HEAT MASK

RRP **£7.49**



- + STERILEYES® ANTIBACTERIAL PROTECTION
- + REUSABLE (APPROX. 100 TIMES)
- + IDEAL WHEN TRAVELLING (UNDER 100ML)
- + REMOVABLE, WASHABLE COVER
- + ADJUSTABLE STRAP
- + ANYWHERE INSTANTLY
- + STORAGE BAG

**YOUR IDEAL PARTNER
FOR DAILY EYELID
HYGIENE**

Product code: EDCG03

WHICH ORGANISATION PRODUCED THE TEST RESULTS?

MCS Laboratories Ltd are an independent contract microbiology laboratory offering testing and consultancy to a wide variety of industries including:

- Pharmaceuticals
 - Cosmetics
 - Toiletries
 - Household products
 - Contact lens manufacturing
 - Textile production
 - Food production
 - Toys
- and many more.



MCS test at their purpose built laboratory and offer independent verification of quality, effectiveness and safety of our products.

MCS are routinely **UKAS** and **MHRA** inspected.

ACCREDITATIONS

GMP Certification

MCS holds a GMP certificate for microbiological testing.



UKAS Accreditation

The United Kingdom Accreditation Service (UKAS) is the national accreditation body that assesses organisations who provide testing services.



MCS is inspected against ISO/IEC 17025 and has held UKAS accreditation since 2003.



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The active ingredient of Sterileyes is a biocide based on Silver Salt made from recycled Silver*.

*Reaction mass of Titanium Dioxide and Silver Chloride.