

GRAFTON OPTICAL PRESS RELEASE – 11 JULY 2019

Grafton Optical is pleased to announce the launch of the [I-MED Pharma Dry Eye Starter Pack](#) with point of sale display unit and product literature, available to buy online in the Grafton Shop.



Grafton Optical is pleased to announce the launch of the [I-MED Pharma Dry Eye Starter Pack](#) with point of sale display unit and product literature, available to buy online in the Grafton Shop for **£99 + VAT**. The I-MED Pharma Dry Eye Starter Pack contains:

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| 4 x I-LID 'N LASH® Ocular Hygiene Wipes | 2 x I-DROP® PUR GEL Viscoadaptive Tears |
| 2 x I-LID 'N LASH® PLUS Ocular Hygiene Wipes | 2 x I-RELIEF® Hot & Cold Therapy Mask |
| 3 x I-DROP® PUR Viscoadaptive Tears | 1 x Point of sale display unit and product literature |

With a 28 x 21 cm footprint and at 44cm high, the attractive POS unit fits neatly onto shop units and next to tills, for maximum customer exposure. Product literature for the I-LID 'N LASH® Ocular Hygiene Range and the I-DROP® PUR & I-DROP® PUR GEL are included and the reverse of the unit features product re-order details so that you can quickly and easily restock your unit.

[I-LID 'N LASH® OCULAR HYGIENE RANGE](#) - Formulated with sodium hyaluronate and Tea Tree Oil, for patients suffering from Dry Eye Disease and other extra ocular conditions.

I-LID 'N LASH® - the convenient, one-step lid & lash cleanser to disinfect and hydrate

I-LID 'N LASH® PLUS - the anti-bacterial lid & lash cleanser with 5% Tea Tree Oil

[I-DROP® PUR & I-DROP® PUR GEL](#) - **Viscoadaptive Tears with hyaluronic acid (HA) for long lasting relief with every blink**

I-DROP® PUR is recommended for patients diagnosed with mild to moderate chronic dry eye syndrome looking for the ultimate relief and comfort for their dry eyes. Containing **0.18% hyaluronic acid**, this drop continually refreshes and stabilises the tear film.

I-DROP® PUR GEL contains **0.30% hyaluronic acid** with added glycerine and is recommended for patients with severe chronic dry eye syndrome.

[I-RELIEF® HOT & COLD THERAPY EYE MASK WITH THERMABEADS™](#) - To relieve symptoms associated with Blepharitis, Dry Eye Disease, Meibomian Gland Dysfunction, styes, chalazia, headaches, sinus pressure, tension, swelling and puffiness.

Customers can visit www.graftonoptical.com/grafton-shop to purchase, with **free delivery on UK mainland orders over £130**.

Grafton Optical is one of the UK's leading suppliers of ophthalmic instruments, equipping and servicing independent and larger chain opticians as well as Britain's hospitals.