

GRAFTON OPTICAL PRESS RELEASE – 8 MAY 2018

Grafton Optical are pleased to announce the launch of the I-LID 'N LASH® Ocular Hygiene product line from I-MED Pharma – specifically designed to enhance treatment regimens for Dry Eye and other lid margin diseases



Exclusively available in the UK through [Grafton Optical](#), the [I-LID 'N LASH® product line](#) by I-MED Pharma is the newest addition to Grafton's comprehensive range of Dry Eye Disease diagnosis and treatment products. Originally developed in Canada over a decade ago, the I-LID 'N LASH daily cleansing gel was formulated by clinical experts, specifically for patients suffering from Dry Eye and extra ocular conditions. In 2015, I-LID 'N LASH PLUS and PRO were developed to help resolve more serious lid margin conditions, such as Demodex.

Grafton Optical CEO David Thickens said of the launch, "The I-LID 'N LASH line is exclusive to Grafton Optical and will not be available to buy in pharmacies or online. This provides a protected sales channel for optometrists and ophthalmologists recommending these products to their patients. Grafton will be able to offer customers a superior price advantage on this excellent line, which helps to manage symptoms associated with Dry Eye, Meibomian Gland Dysfunction, blepharitis, rosacea, Demodex, chalazia and other lid margin diseases."

I-LID 'N LASH®

Containing hyaluronic acid, I-LID 'N LASH® offers a gentle, soothing and effective way to clean eyelids and lashes. Daily usage will help remove ocular debris, reduce extra-ocular inflammation and enhance the effectiveness of artificial tears. It is gentle enough to be used for makeup removal by patients with sensitive skin. **I-LID 'N LASH®** should not be rinsed off: the remaining gel will continue to hydrate the area. **I-LID 'N LASH®** is available as 60 pre-soaked wipes or in a metered 50mL pump.

The addition of a daily hygiene regimen offers patients the opportunity to break the cycle of conjunctivitis and Dry Eye Disease. The addition of a daily eyelid hygiene regimen to a treatment based on tear lubricants helps restore corneal health allowing the eye to function normally.

I-LID 'N LASH® PRO and PLUS

A two-step process developed to address more advanced lid margin issues. Formulated with natural Tea Tree Oil (TTO), an essential oil derived mainly from *Melaleuca alternifolia*, it offers powerful antiseptic, cleansing and hydrating properties.

Step 1 - In clinic application of I-LID 'N LASH® PRO containing 20% TTO

Step 2 – Daily follow up regimen by patient using I-LID 'N LASH® PLUS, containing 5% TTO.

I-LID 'N LASH® PLUS may also be used as part of a daily hygiene regimen for patients requiring deeper cleansing. It offers the same hydrating properties as I-LID 'N LASH® with minimal irritation. It is safe for contact lens wearers.

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.