



Press release with pictures

Eye image capture and more practice resources launched

The Body Doctor Ltd has launched the QuikVue Plus phone lens adaptor for eye examinations as the family-run company became the exclusive distributor for the UK this month.

The QuikVue Plus is an eye imaging adaptor that can be attached to a smartphone or tablet, enabling practitioners to quickly capture high quality anterior segment images for optometry and ophthalmology documentation. The adaptor offers 10 times magnification and is a useful aid for patient education.

QuikVue Plus features both white and blue illumination. The warm white LED is similar to a slit lamp's halogen illumination, with two levels to meet different brightness needs during an eye examination. The blue illumination can be used to capture fluorescein images to aid diagnosis with corneal staining and contact lens fitting.

QuikVue Plus is able to attach firmly on most of the phones on the market thanks to its air cushion design. Practitioners simply align the QuikVue Plus lens with their smartphone's main camera.

The QuikVue Plus phone lens adaptor is £250, excluding VAT and is also part of all of the Body Doctor's Dry Eye Revolution packages.

The Body Doctor Ltd is launching a trade section on its website at www.the-body-doctor.com which will feature the QuikVue Plus, along with all of its other eyecare products for optical companies and practitioners to order online.

The Body Doctor's Sales and Marketing Director, Sam Wymer, said: "We know and we hear from our practices that, with a busy clinic and a packed schedule, limiting order times to weekdays between 9am and 5pm can feel like an obstacle. This new trade section of our

website will enable practices to order exactly what they need whenever it suits them, with no time restrictions.

“Once logged in, practitioners can unlock access to our full product range with quick and easy re-ordering and exclusive resources tailored to them, such as personalised pricing and volume discounts.

“This exciting addition is part of our commitment to making their life easier, so that they can focus on their patients.”

The upgraded website will feature patient subscriptions for the supplements MacuPrime and ReMind. MacuPrime is the only eye supplement that can be backed by over 15 clinical trials and ReMind, a first of its kind supplement, has been shown to have positive effects on the quality of life of Alzheimer’s patients.

Further upgrades to the Dry Eye Revolution package will be announced at 100% Optical in March on stand E40.

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