

Bruder Announces Hygienic Eyelid Solution

Pure hypochlorous acid solution delivers prescription strength without a prescription

NEWS PROVIDED BY

Bruder Healthcare

Feb 20, 2019, 09:00 ET



ALPHARETTA, Ga., Feb. 20, 2019 /PRNewswire/ -- Bruder Healthcare announces the immediate availability of **Bruder Hygienic Eyelid Solution™**, a 0.02% pure hypochlorous acid solution that's safe for daily, long-term use. This solution contains no alcohol, oil, sulfates, parabens or added fragrance, making it an ideal foundation for good eyelid health and a beneficial addition to a daily eye care regimen for patients with mild or moderate conditions. The refreshing spray application is soothing to sensitive skin and provides fast relief from dryness and itchy, inflamed skin

"**Bruder Hygienic Eyelid Solution™** is an all-natural, isotonic saline wash that delivers prescription-strength results without the cost and inconvenience of a prescription," says Stan Joseph, vice president of sales and marketing. "This proprietary eyelid and lash solution, containing a pure and stable form of hypochlorous acid, works to support rapid and effective relief from dry eyes, styes and red, itchy eyelids associated with conditions like blepharitis and meibomian gland dysfunction (MGD) and is designed to assist in the removal of foreign material and debris on and around the eyelid margins."

Hypochlorous acid is a bactericidal component of the immune system. When the immune system comes across pathogens, it releases hypochlorous acid to kill the bacteria. Hypochlorous acid has shown highly effective in-vitro efficacy against a wide range of microorganisms, helping to fight infection, reduce inflammation, control the body's response to injury and enhance its natural ability to heal.

The solution is also easy to apply: just spray onto closed eyelids. There's no need to rinse or wipe; simply spray and let dry, allowing the gentle, hypoallergenic formula to clean and soothe. Patients feel no bubbling or tingling like they might with other topically applied solutions — instead there is only soothing comfort and improved hygiene of lids, lashes and the palpebral margin. **Bruder Hygienic Eyelid Solution™** is available in two sizes – 1 fl oz. (30mL) and 2 fl oz. (60mL).

For more information about **Bruder Hygienic Eyelid Solution™**, visit www.bruder.com.

About Bruder Healthcare Company

Bruder Healthcare is a recognized leader in eye care and provides the No. 1 doctor-recommended moist heat eye compress. Since 1986, Bruder Healthcare has provided safe, effective therapeutic products to medical professionals and consumers. Our products are used in medical settings and homes around the world.

Bruder Healthcare Company

Media Contact: Amy Hellem | bhcmedia@bruder.com | 610-304-6746

For more information: www.bruder.com