

Optometrists to Discover a Comprehensive, New Approach to Lid Hygiene at SECO 2020

The makers of #1 doctor recommended moist heat eye compress introduce a complete at-home ocular wellness regimen

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Bruder Healthcare

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ALPHARETTA, GA, January 23, 2020—Daily lid hygiene is recommended for everyone, especially dry eye and blepharitis sufferers, contact lens wearers or those preparing for ocular surgery. The good news is that a simple routine can treat or prevent problems, including dry eye, discomfort and contact lens drop out.

Three easy steps—wipe, spray and warm—are all that’s needed to get patients on the right path. “A daily routine with the Bruder Hygienic Eyelid products is as natural as brushing and flossing or facial cleansing and moisturizing,” says Stan Joseph, Vice President of Sales and Marketing.

- First, patients use **Bruder Hygienic Eyelid Wipes** to wipe away debris. Clean lids and lashes will be more receptive to the benefits of the antibacterial Bruder Hygienic Eyelid Solution.
- Second, apply one to two sprays of **Bruder Hygienic Eyelid Solution** to closed eyes to reduce bacterial growth and other microorganisms. No rinsing is required. Simply spray and let dry.
- The **Bruder Moist Heat Eye Compress** can be used *morning, noon or night* — whatever is most convenient for your daily routine—to alleviate symptoms of meibomian gland dysfunction and dry eye. **Hygienic Eyelid Sheets** can be used along with the compress to keep it clean between washings. These untreated, micro-fine sheets allow moisture to pass through without breaking down and are also convenient if the lids secrete any oils during therapy.

To make it simple to dispense and educate patients about this comprehensive system, Bruder has developed the **Hygienic Eyelid Care Kit**, which will be available for ordering at SECO at Booth # 625.

The Bruder Hygienic Eyelid Care Kit contains:

- Bruder Moist Heat Eye Compress (1)
- Bruder Hygienic Eyelid Sheets (10)
- Bruder Hygienic Eyelid Cleansing Wipes (30)
- Bruder Hygienic Eyelid Solution (1 fl. oz.)

Bruder also offers a **Hygienic Eyelid Cleansers Combo Pack** that offers 30 Bruder Hygienic Eyelid Cleansing Wipes and a 1 fl. oz. bottle of Bruder Hygienic Eyelid Solution.

About Bruder Healthcare Company

Bruder Healthcare is a recognized leader in eye care and provides the #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.

Visit www.bruder.com for more information.

Bruder Healthcare Company

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