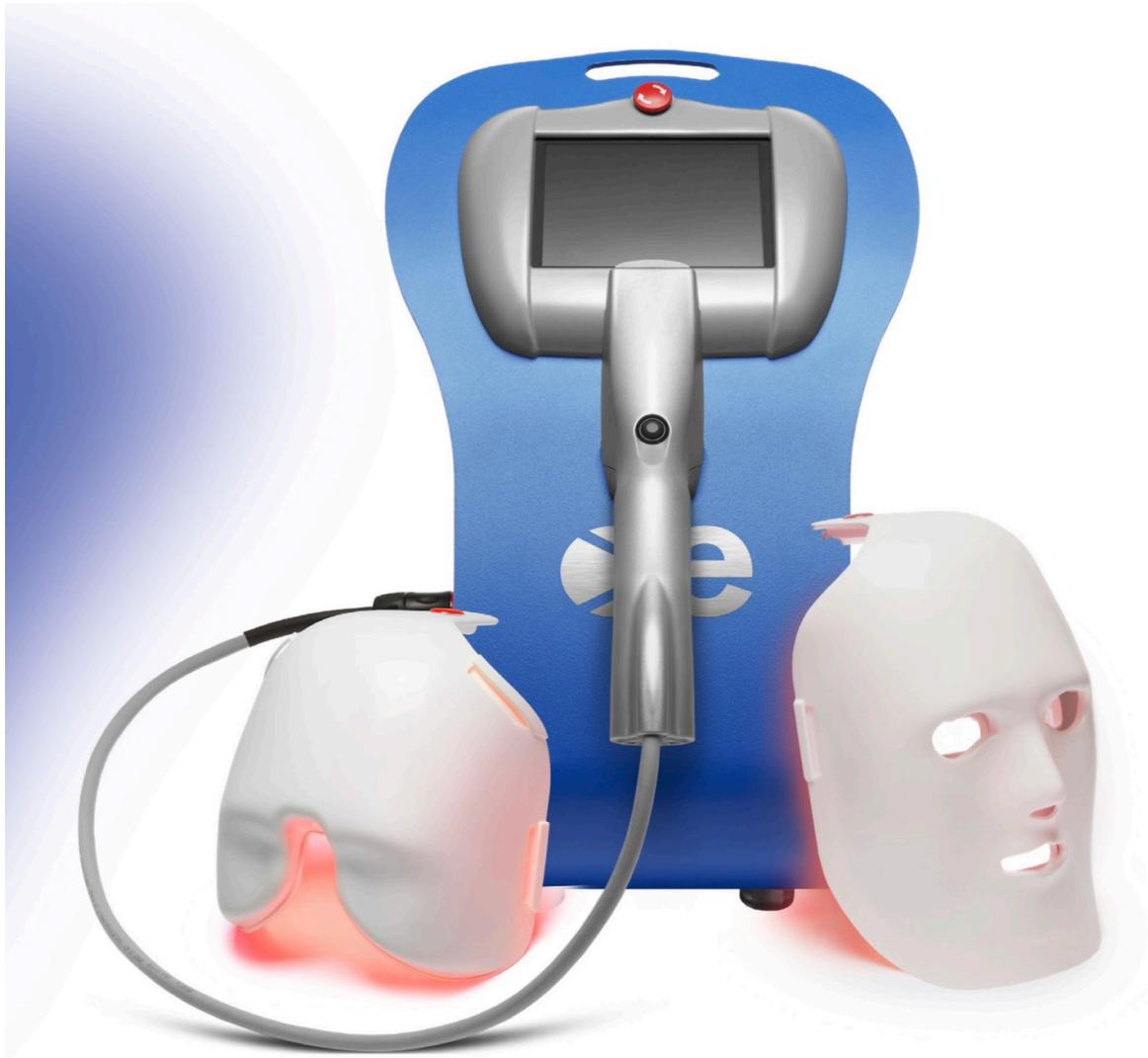


Dry Eyes and How We can Help You



This brochure is designed to explain What is Dry Eye Disease, Why is it a Problem, and, How Our Exclusive Technology using the very latest Light Therapies can transform your Dry Eyes, Your Wellbeing and Your Life Experiences.

If you thought the only treatment for Dry Eye Disease was the constant use of clumsy eyedrops and heatmasks - read on!

PINDERS

Here at Pinders Opticians we truly believe in enhancing your vision and that's why we've moved on from those old fashioned remedies that just mask the problem and don't really give you long term improvement.

We are going to walk you through Dry Eye Disease (DED) and the two main causes, Meibomian Gland Dysfunction (MGD) and Blepharitis. Then we'll talk about the specialist physical and Light therapies that we can offer you here at Pinders Opticians. Don't worry if it seems complicated, our fully trained team of Optometrists and Ocular Hygienists will be on hand to help advise you. All you need to do when you are ready is book an appointment for our Ultimate Dry Eye Assessment.

What is Dry Eye Disease (DED)?

DED is different for everyone, and even your DED may change how it affects you from one day to the next. It can make you feel uncomfortable and unhappy when your eyes are irritated. You may have redness or inflammation of the eyelids, and/or dandruff like build up at the base of your eyelashes. Your lashes may appear oily or greasy, and your vision maybe blurry, especially between blinks.

DED occurs when the fine balance of your tear layer - mucus, water and oils becomes out of balance. This can be due to numerous factors including environment, lifestyle, general health and medications to name just a few. Once the tear film is out of balance a cycle of problems occurs, which increase in severity the longer you leave it. Break that cycle and relief can be found.

There are 2 main types of DED either excessive evaporation (due to a poor oily layer) or reduced production (reduced in watery layer) due to numerous factors. The reduction in either of the tear layers causes damage to the exposed ocular surface resulting in your symptoms.

Traditionally, both types were treated exactly the same with some form of regular eye drops but here at Pinders Opticians we find out the actually cause and treat that so that you can manage your Dry Eyes more effectively.

It is thought that over 740 million people worldwide suffer from DED, roughly 8 out of 10 people, however most are not formally diagnosed. Most sufferers are over 40 and women are more likely to suffer from DED.

Symptoms

- Smeary or blurred vision
- Eye redness
- Gritty or burning sensation
- Sore eyelids

Risk factors

There are many things that can affect your Dry Eyes, some that you can influence and others we have to work with.

Prolonged use of computer screens, iPads, mobile phones etc.

Use of eye cosmetics & fake eyelashes

Smoking

Excessive alcohol consumption

Poor or unbalanced diet

Dehydration

Weather conditions

Wearing contact lenses

Exposure to dusty or smoky environments

Prolonged use of medications (e.g. antihistamines, some antidepressants, BP medication, glaucoma drops etc.)

Medical conditions; arthritis, Sjogrens syndrome or lupus

Eye surgery

Eye injury

Hormonal changes e.g. Menopause

Even if you can't change some of these risk factors, our treatment plans are designed to help your eyes, eyelids and tears do their jobs more effectively.

Let's talk about the two main causes of Dry Eye Disease (DED)

What is MGD?

Meibomium Gland Dysfunction is one of the most common conditions which contributes to DED. It is thought MGD makes up for about 85% of DED. The glands are located inside both the upper and lower eyelids, and they secrete a key component into the tear film to maintain healthy corneas (the clear window at the front of the eye). The glands secrete an oil to aid lubrication but also to reduce evaporation of the tears from the cornea. When the glands deteriorate, the oils take on a buttery consistency and the quantity and quality of the oily layer reduces, contributing to the eyes becoming uncomfortable and developing symptoms.

Unfortunately, if MGD is not treated, the glands may die back and treatment becomes more difficult.

Symptoms of MGD

The eyes and lids become swollen as the glands become blocked. The edges of the eyelids can appear redder than usual, however this isn't always noticed as its subtle and changes slowly over time. As the eyes become dry, they can feel sore and gritty, as if there is something in your eye. There isn't anything in your eye, however the lack of tears leave the ocular surface exposed and pain or irritation is felt. Eyes may be red and watery and your vision may become blurry or fluctuate especially between blinks.

Risk factors of MGD

This is a common condition that can affect anyone. However, it is more likely to happen over the age of 50, if you are diabetic or suffer with oily skin conditions, and more common in women.

What is Blepharitis?

There are various types of Blepharitis, however generally it is a build up of dry skin & tears, mucus and bacteria around the base of your eyelashes and lid margins. This can range from mild to severe. The more severe the build up the more severe the symptoms. This build up causes the lids to become red and inflamed. This increase in inflammation also then causes the meibomium glands to reduce their ability to function and produce the good quality oily layer we need. These oils then sit along the lid margins, increasing the inflammation and making it a good breeding ground for bacteria. As you can see this is a cycle that can and needs to be broken to relieve the symptoms.

Symptoms

Dry skin at the base of your lashes
Itchy Eyelids especially when waking
Eyelids stuck together on waking
Crusty looking eyelashes
Red, greasy inflamed looking eyelid margins

Dry eye Disease Diagnosis at Pinders

A fully qualified optometrist will conduct a thorough assessment of your eyes and tears to help diagnose the cause of your dry eye disease and help manage your symptoms. Our Ultimate Dry Eye Assessment will be carried out at **The Eye Spa** in Mansfield branch and it includes the following during your full 60 minute appointment:

Questionnaire to discover severity of symptoms.

Full examination of eyelids, lashes and anterior eye – with Digital Imaging Meibomography.

NITBUT (non-invasive tear break up time) - we measure how long your tears last between blinks that tells us the Quality of your tears.

Tear volume analysis - This measures the Quantity of your tears.

Blink analysis - How good are your blinks!

Measuring tear film Osmolarity - laboratory grade testing using Scoutpro.

Inflammadry - Clinical laboratory test for inflammatory markers within your tear film.

Fluorescent imaging of your tear film to show how its functioning.

Personalised report with treatment options and recommendations.

Free follow up after 6 weeks.

Support coach to help guide you or answer questions during and after your examination and following treatment plans.

Your personalised report will include advice on how to manage your Dry Eyes, how our treatment options can help you. We are here to treat your DED and relieve your symptoms and make long term improvements to your wellbeing.

Treatment Options available at The Eye Spa, Pinders

We have various methods of treating Blepharitis, MGD and ultimately your DED. The aim of the treatments are to reduce the inflammation, thoroughly clean your eyelids and lashes, improve the ocular surface (your corneas) and rejuvenate your tear film giving you long term improvements.

Our treatment options take two main approaches;

Physical treatments that exfoliate and cleanse using the very latest equipment that is painless if occasionally a little bit 'tickly'!

Light therapies that use very specific wavelengths of light to encourage tissue healing and and cellular level rejuvenation. Again totally painless (and very relaxing!).

Some treatments can bring instant relief whilst others require a longer course and have a cumulative, but longer lasting effect. Quite often we will recommend a combination of Physical and Light Therapies to maximise your results.

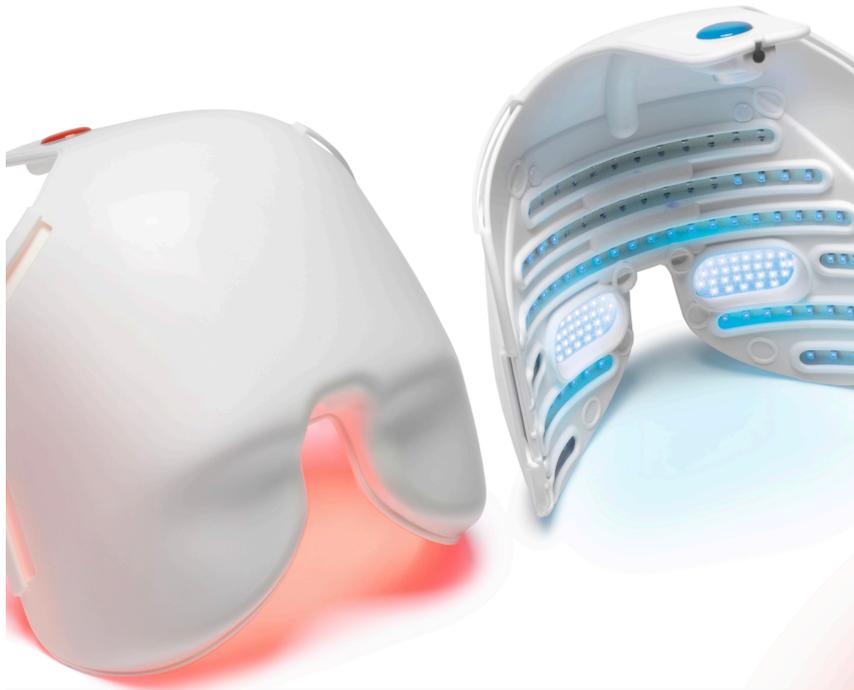
Physical treatments



Nulids™ – This is a deep, but gentle cleanse and exfoliation of the eyelids and lashes to remove the buildup, debris and bacteria around the eyelids and lashes which form in blepharitis. It is fast and painless, but some find a little tickly. However, it can be used on anyone. Treatment recommended every 3-6 months to reduce flare ups.

Zest® – A gentler yet more intensive cleaning of the eyelids and lashes than Nulids. This is for those clients with inflammation alongside their blepharitis. Again, a painless technique which utilises the natural anti-inflammatory properties of Okra, which is applied to the eyelids and lashes using a sterile micro sponge. This helps remove all debris and bacterial biofilm that builds up around the eyes. It is known to offer immediate relief from dry eye symptoms. This is an ideal treatment to have prior to IPL and LLLT.

Light Therapy Treatments



Eye-light ® IPL (Intense Pulsed Light) - This painless treatment consists of a series of 5 pulses of light on the skin around the lower lid of each eye. During the treatment the eyes are protected by shields. This treatment helps contract the blood vessels and has an anti-inflammatory effect and promotes tissue repair. It is a targeted treatment around the lower eyelids specifically for MGD and is designed to stimulate the glands at a cellular level to produce more energy and work more efficiently. It is known to help regenerate the glands which are still present. Multiple treatments are required to get the desired effect over a 4-8 week period. Follow up treatment is recommended after 6- 12 months, depending on the routines followed up at home and the severity of your symptoms. IPL is not suitable for everyone due to certain health conditions, medications, pregnancy, facial piercings & recent prior facial treatments.

Eye-light ® LLLT (Low Level Laser Therapy) - LLLT is the advanced technology behind the Eye-light system and uses either red or blue light of very specific wavelengths. Red light targets the meibomium glands to increase their oil production whilst blue light helps to reduce the bacterial load which is present in blepharitis. Its unique photobiomodulation system works at a cellular level allowing the cells to be stimulated and work more efficiently. Multiple treatments are required to build a cumulative affect, however a noticeable difference can be felt after the very first treatment of LLLT.

Depending upon the severity of your symptoms, your optometrist will discuss which treatment programme will work best for you. Sometimes it can be a combination of Physical and Light Therapies but you will be involved all the way through so that we make the best decisions together for your unique eyes.

Our step by step approach to help your Dry Eyes

Step 1 - Book a Pinders Ultimate Dry Eye Assessment

Step 2 - We will check your eyes using state of the art equipment and assess your tears and tear profile.

Step 3 - We will work out an accurate diagnosis of the root causes of your Dry Eyes.

Step 4 - With you, we will create a tailored treatment and management plan and discuss fully the options available to you.

Prices

If you've joined our Pinders Care Plan, you will receive a 10% discount off all your treatments.

Your 1 hour Ultimate Dry Eye Assessment

Including all tests and procedures involved in establishing the exact cause of your Dry Eyes and carried out by our trained and friendly optometrists - **£240**

Physical Treatments

Nulids™ (A deep, but gentle cleanse and exfoliation of the eyelids) - **£50**

Zest® (A gentler yet more intensive cleaning of the eyelids and lashes) - **£150**

Light Therapy Treatments

Course of treatments

Single light treatment course with up to 4 treatment visits included (15-20 mins per treatment over 4-8 week period) - **£550**

Dual light treatment course with up to 4 treatment visits included (20-30 mins per treatment over 4-8 week period) - **£800**

Triple light treatment course with up to 4 treatment visits included (30-45 mins per treatment over 4-8 week period) - **£1000**

For severe DED a top up treatment may be recommended as follows;

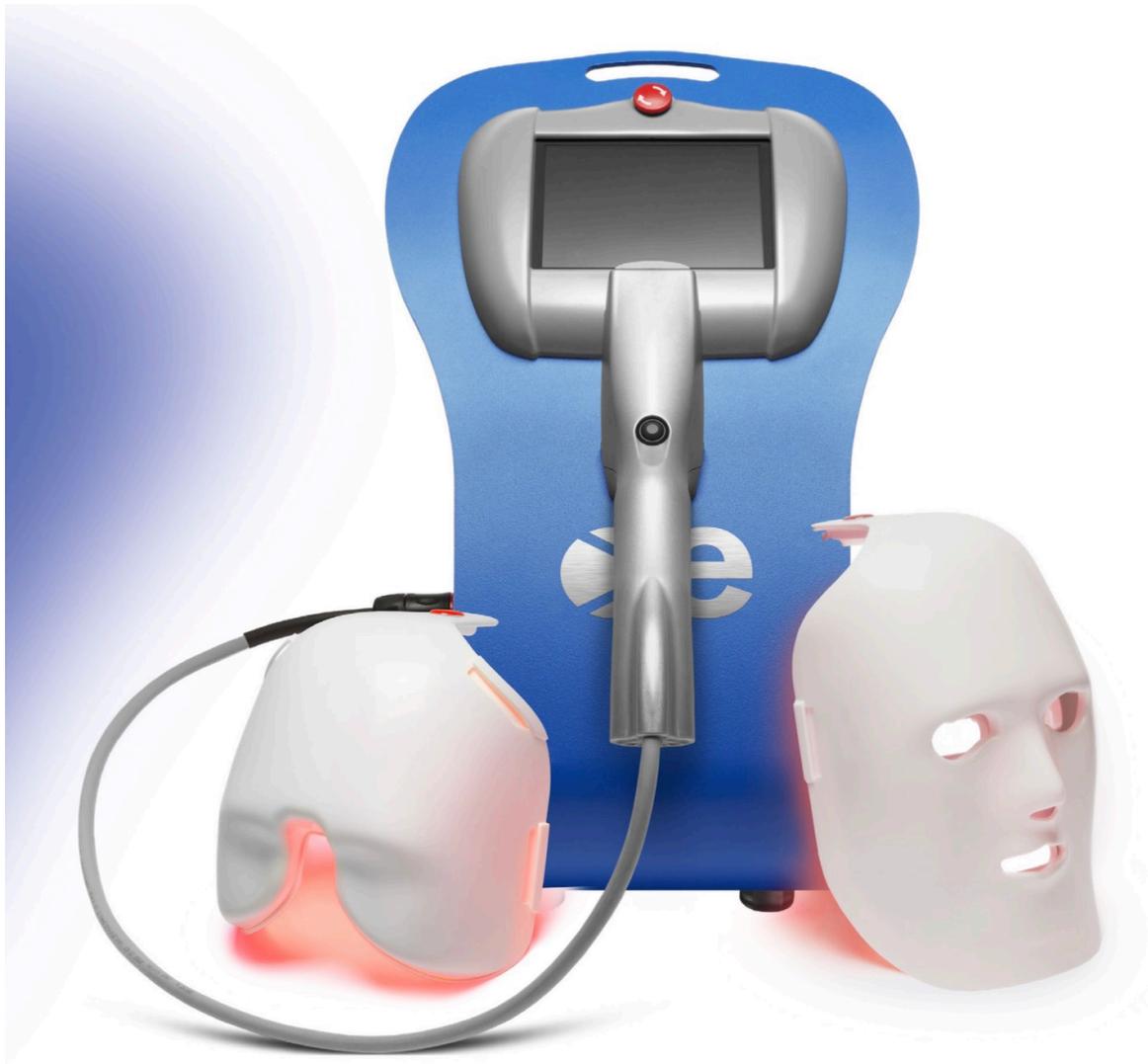
Eye-light® IPL or LLLT - £150 per treatment

To book you your Ultimate Dry Eye Assessment

Call us on 01623 621965

Or email us your details and we will get back to you within 48 hours

theeyespa@pindersopticians.co.uk



www.pindersopticians.co.uk

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