

## EYELEVE - FREQUENTLY ASKED QUESTIONS

### **What is Eyeleve?**

Eyeleve is our new Contact Lens Compress that provides an effective moist heat treatment to promote natural hydration of the eye. It is specifically designed for the contact lens wearer and clinically proven to increase comfortable contact lens wear time by up to 3 hours daily.

Eyeleve features patented MediBeads<sup>®</sup> technology and EyeOnic<sup>™</sup> anti-microbial fabric. The compress is ergonomically designed for superior fit and comfort and features a unique contoured stitch that alleviates pressure on the eye.

### **What is MediBeads<sup>®</sup> technology?**

MediBeads provide clean, consistent and uniform heat from the microwave. Their unique molecular structure aggressively absorbs water molecules from the air and, when microwaved, releases moist heat in a controlled and consistent manner. Each MediBeads molecule is infused with silver ions. Because of silver's anti-bacterial properties, the moisture coming out of the mask is bacteria free.

### **What is the benefit of EyeOnic<sup>™</sup> antimicrobial fabric?**

The EyeOnic fabric in Eyeleve offers an extra layer of protection. This material has silver thread woven into the fabric itself, thereby mitigating the risk of introducing infection. This is particularly important in contact lens wearers since they are three times more likely to get an infection than non-wearers.

### **Clinically proven?**

The technology used in the Eyeleve Contact Lens Compress underwent extensive clinical study at the University of Alabama at Birmingham School of Optometry. The study found that subjects using Bruder compresses with patented MediBeads technology daily had significantly improved meibomian gland function, and experienced steep declines in the overall Eye Discomfort Assessment scores. They ultimately increased comfortable wear time of their contact lenses by up to 3 hours.

### **Why should I carry Eyeleve?**

Eyeleve is marketed to patients between 25 and 54 years of age. They think about their eyes differently. They don't think disease, they think discomfort. By addressing their discomfort, they win and your practice wins.

Contact lens dropout is highest in the first several months of contact lens wear. One reason is because new wearers often experience discomfort, irritation, and dryness caused by the contact lens wear. Eyeleve can help the overall health and comfort of your patients' eyes which will reduce your practice's contact lens dropout rate.

### **Will washing Eyeleve affect the anti-microbial factor of the EyeOnic fabric?**

No, washing will not affect the effectiveness of the fabric or beads inside the compress. Please follow washing instructions, hand wash in cold water with a mild soap or detergent and let dry for 24 hours.

### **How is Eyeleve sold?**

Eyeleve is available in case packs or in a 10-piece dispenser unit designed for displaying in the contact lens fitting room. The compress comes with a reusable storage bag.

### **Is patient education material available?**

Yes, Bruder offers an educational patient brochure at no charge with purchase of Eyeleve compresses. Item B54112P.

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