

E-Eye



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DRY EYE DISEASE TREATMENT USING PATENTED  
INTENSE **REGULATED PULSED LIGHT (IRPL®)**  
TECHNOLOGY



**I-MED**  
PHARMA

# “ Meibomian Gland Dysfunction has been identified to be the main cause of dry eye syndrome around the world.<sup>1</sup> ”

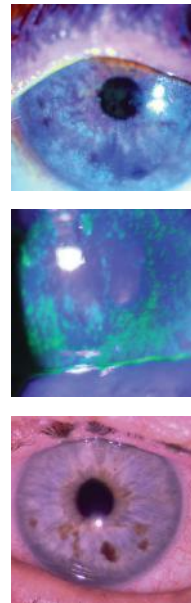
<sup>1</sup> First reported at the ARVO (Association for Research in Vision and Ophthalmology) in 2010

IRPL® Technology (Intense Regulated Pulsed Light) is radically different from other existing treatment options for Dry Eye Disease and is clinically proven to have exceptional results.

IRPL® is an effective and efficient treatment to improve the function of the meibomian glands in the case of MGD. Reduced secretion of meibum, the main component of the lipid layer of tears, leads to an unstable lacrymal film, an inflammatory reaction in the conjunctiva and an excessive evaporation of the tear film.

Gradual anatomical changes can occur like an atrophy of the meibomian gland orifices, episodic infections, sties, secondary conjunctival infections, chalazion, and in more serious cases, micro-ulcerations of the corneal epithelium.

Initially, these patients can experience an increase in dry eye symptoms, as well as difficulty in such tasks as working on a computer screen due to a burning sensation of the eyes. If left untreated, the discomfort can become permanent and can negatively impact the patient in their everyday life (ie: Intolerance to wearing contact lenses).



## The Pathology

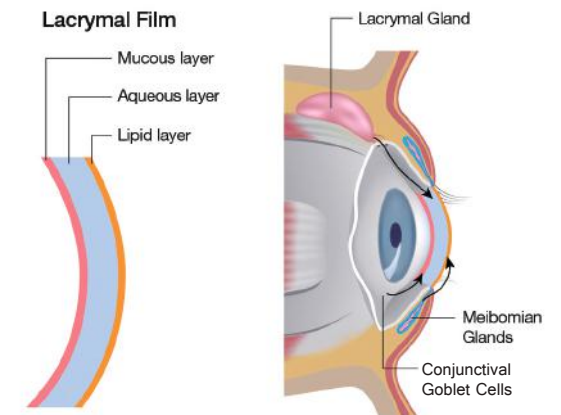
Dry Eye Disease is a common pathology affecting approximately **30% of the Canadian population**. Conditions of a modern lifestyle, including the use of digital screens and wearing contact lenses, along with the abundance of artificial lights and air pollution, can all contribute towards dry eye disease.

**Dry eye conditions are often a result of a lacrymal layer issue** caused by either an insufficient amount of tears produced or an excessive amount of tear evaporation.

It is recognized that the majority of cases of evaporative dry eye are caused by MGD. When the meibomian glands don't secrete enough oil onto the cornea, the tears evaporate too quickly, causing dry eyes.

### The lacrymal film, necessary to the eye function, is made up of 3 layers:

- The **mucous layer** (in contact with the ocular globe) secreted by the conjunctival mucous cells.
- The **aqueous layer**, secreted by the lacrymal glands.
- The **lipid layer**, secreted by the meibomian glands.



Introducing:

**E•Eye**

## A LONG-LASTING SOLUTION FOR DRY EYE MANAGEMENT USING PATENTED **IRPL**<sup>®</sup> TECHNOLOGY (Intense **R**egulated **P**ulsed **L**ight)



**E•Eye** is a device that generates a new type of polychromatic pulsed light by producing perfectly calibrated and homogenously sequenced light pulses. The sculpted pulses are delivered under the shape of regulated train pulses. The energy, spectrum and time period are precisely set to stimulate the meibomian glands to improve their function.



## Simple & Fast

- Treatment sessions take only a few minutes.
- Patients are comfortably seated on a treatment chair, preferably tilted. The metal eyewear protection is adjusted on the patient's eyes. Optical gel is then applied on the cheekbone and the temporal areas.
- A series of 5 flashes is applied under one eye, starting from the inner canthus up to the temporal area, using the nominal power.
- The same process is then repeated under the other eye.

## Instant Improvements

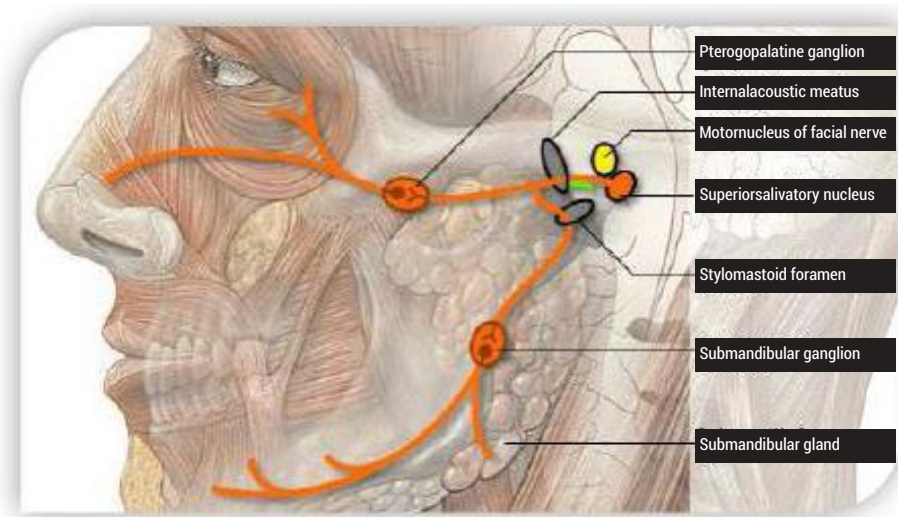
- The stimulation leads to the meibomian glands returning to their normal function in a very short time period (a couple of hours) following the treatment.
- The full success of treatment depends on the compliance with a specific protocol. This protocol consists of 3 sessions as follows:

- **Day 0**
- **Day 15**
- **Day 45**

*(A fourth session is optional at Day 75).*




# THE NEUROLOGICAL EFFECT OF PATENTED IRPL® TECHNOLOGY



Many years of research and testing have gone into the development of the **E•Eye**.

- The proposed mechanism of action of the **E•Eye** is **neurological**.
- Localized treatment is directed at the lower eyelid and the lower arcades of the parasympathetic nerve.
- Infrared nerve stimulation induces a "return to normal" activity of the meibomian glands.
- Treatment improves meibomian gland function and reduces inflammatory cascades.

# ADVANTAGES OF **E•Eye** OVER CONVENTIONAL IPL DEVICES

	<b>Conventional IPL Devices</b>
Medical certification for the treatment of dry eye.	No certification for the treatment of dry eye, resulting in the practitioner not being covered by insurance in cases of an accident. Practitioner becomes personally responsible.
Sold exclusively to eye care professionals to treat 100% of dry eye cases related to meibomian gland dysfunction (MGD).	Sold primarily to dermatologists who are only able to treat dry eye patients with cutaneous rosacea, which represents only 20% of total dry eye cases.
New lamp technology makes it possible to achieve neurological stimulation.	Old lamp technology has a vascular mechanism of action (linked to skin rosacea) and is incompatible with neurological stimulation.
The flash associated with IRPL® technology is regulated and divided into sub-pulses, with each of the sub-pulses being managed separately with different durations and light intensities.	Traditional type flash is divided into sub-pulses all having the same duration and light intensities.
20-25% more effective than conventional IPLs after initial treatment, with an 87% satisfaction rate amongst patients.	Lower efficacy rate due to older technology.
Patented air-cooling system allows for no yearly maintenance fees.	Water-cooling traditional system requires yearly maintenance fees.
Air-cooling system allows for more infrared light to be used, making it more effective at gland regeneration.	Water-cooling system doesn't allow for all the infrared light to reach the patient, resulting in a thermal effect only, with no gland regeneration.
Unit is small and portable.	Cannot transport this unit without first draining the device.
Activation card system allows for the unit to be used by multiple practitioners within a practice. Each practitioner can manage his/her use of the machine separately, along with their consumables.	Single user-mode only
Lower cost per unit	Higher cost per unit



## Quantified Efficiency

**Clinical studies** were conducted in France, New Zealand and China. These studies show:

- A considerable improvement in the symptoms perceived by patients, with a **90% satisfaction rate after the first 2 treatments**. This improvement is clearly felt from the initial treatment session and for several days following the first treatment, with the rate of improvement continuing to increase after each subsequent treatment.
- A correlation exists between the patient's perception and the clinical measurements executed. **45% of patients originally classified as level 2 (Oxford classification) have, after instillation of fluoresceine, improved by one or two levels. 81% of patients from level 1 have improved by 1 level.**



## E•Eye Treatment Results

These remarkable results were obtained two months (on average) after the third **E•Eye** treatment.

Non-invasive and affordable with fast results, **E•Eye** is revolutionary in many aspects.

*Patients suffering from a more severe pathology, classified on the 3<sup>rd</sup> and 4<sup>th</sup> levels, will need to treat both the inferior and superior eyelids. The ocular globe would need to be protected by a haptic contact lens. In these cases, improvement by one or two levels is expected.*





# IRPL<sup>®</sup> (Intense Regulated Pulsed Light) Technology Servicing Optometrists and Ophthalmologists!

## Simplicity

E-Eye is dedicated to the treatment of dry eye using an intuitive and simple software. This program is controlled from an LCD touch screen.

## Security

- 1 **Medical CE Certification (European Standard)**  
TGA registration approved in 2013.
- 2 **Warranty (2 years).**
- 3 **New IRPL<sup>®</sup> Technology**  
(Intense Regulated Pulsed Light).
- 4 **Made in France.**   
100% developed and made in France by E-Swin, the world largest medical intense pulsed light manufacturer certified ISO 9001 and ISO 13485.

Easy to Use, Fast and Tailor-Made for Optometrists and Ophthalmologists.

- Treatments can start within a few seconds.
- No pre-heating required.
- Machine is compact and can fit in any practice space.

## Technical Specifications

<b>Technology</b>	IRPL <sup>®</sup> (Intense Regulated Pulsed Light)
<b>Dimensions (Length x Width x Height)</b>	345 x 320 x 440 mm
<b>Weight</b>	11.5 kg
<b>Dimensions with packaging (Length x Width x Height)</b>	740 x 460 x 610 mm
<b>Weight with packaging</b>	17.5 kg
<b>Noise level</b>	55 dBA
<b>Power consumption</b>	540 VA

**Warranty** **2 years**



# E>EYE

## SEE THE DIFFERENCE



**I-MED**  
PHARMA

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[www.imedpharma.com](http://www.imedpharma.com)

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FOR MORE INFORMATION ON THE E>EYE, CONTACT YOUR LOCAL I-MED PHARMA DRY EYE CONSULTANT.

Product #EYRPLEN0520

E-EYE, designed and manufactured by E-Swin (France), is a class IIb regulated health care device carrying the CE mark (issued by the organization CE 0499). This device is used for the treatment of meibomian blepharitis. Conditions for use described in these instructions must be observed.