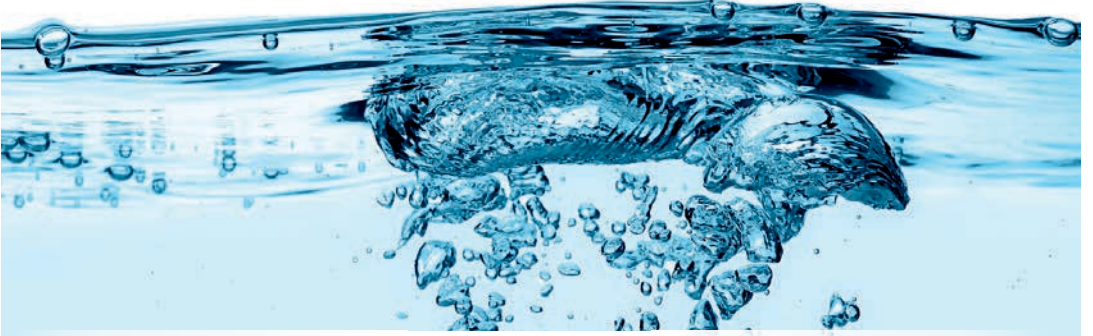


Relieve Dry Eyes



Entod Research Cell UK Ltd.
Quality, Innovation & Research



With our New **Self-Preserving** Eye Drops



Preservative Free

Advanced Buffer System

Safety with every drop

OCULAR LUBRICATION AT ITS *PUREST*

I-DEW Soothe
Eye Drops

LOC Tears
Eye Drops

I-DEW DS
Aquagel

I-DEW Ultra
Eye Drops

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Our Dry Eye Range



Entod Research Cell UK Ltd.
Quality, Innovation & Research

**Hypromellose 0.7%
+ Essential Electrolytes**



**Sodium Hyaluronate 0.18%
Compatible Solutes, Glycerol**



**Sodium Carmellose 0.5%,
Compatible Solutes, Glycerol**



**Sodium Carmellose 1%,
+ Essential Electrolytes**



Manufactured & Formulated to International GMP standards

Advanced Buffer System that contains keeps the formulation sterile and stable for the duration of the shelf life

I-DEW Ultra

Eye Drops



**Sodium Hyaluronate 0.18%,
Compatible Solutes, Glycerol**

**The Intensive Double
Action Ocular Lubricant
to Protect, Moisturise &
Rejuvenate the Eye
Surface**

For Severe Dryness

- ◆ Formulated with an Intensive Blend of Ocular Lubricants containing **Naturally-Occurring tear components** such as Sodium Hyaluronate and Xanthan Gum whose ideal Viscoelastic & Lubricating properties provide a **natural protective coating** to the eye surface
- ◆ Includes Compatible Solutes **L-Carnitine & Erythritol** that helps **restore the Natural Osmotic Balance** of the eye surface to Rejuvenate tired eyes.

**Intensive Double Action Dry Eye
Relief for the more Severe Cases**

References:

1. Gomes JA, Amankwah R, Powell-Richards SA, Dua HS. Sodium hyaluronate (hyaluronic acid) Promotes migration of human corneal epithelial cells in vitro. Br J Ophthalmol. 2004.
2. Aragona P, V Pope, Micelli A, Santolucito M, Minazzo G. Long term treatment with sodium hyaluronate-containing artificial tears angiograms ocular surface damage in Patients with dry eye. Br J Ophthalmol. 2002.
3. Figueroa ES, AC Masoero, PP Figueroa, Figueroa SR. Ophthalmological applications of hyaluronic acid. Am Bras Ophthalmol. 2010.
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I-DEW Soothe

Eye Drops



Hypromellose 0.7%
+ Essential Electrolytes

**The Gentle Formula
that Soothes, Hydrates
and Nourishes
Dry Eyes**

For Mild to Moderate Dryness

- ◆ **Higher Strength** of Hypromellose
- ◆ Using a **0.7% strength** against the traditional 0.5% strength, gives the formulation the **Optimum Viscosity for a Longer-Lasting Lubricating Effect**
- ◆ Formulated with **Essential Eye Electrolytes** that provide **Nutrition and Nourishment** to the Ocular Surface

**The Better Hypromellose for a Soother &
Longer-Lasting Ocular Lubrication**

REFERENCES

1. British National Formulary, 67th Edition (March 2014) British Medical Association and Royal Pharmaceutical Society of Great Britain, London
2. Anikta S. Bhasvar, Samir G. Bhasvar, I and Sunita M. Jain A review on recent advances in dry eye: Pathogenesis and management Oman J Ophthalmol, 2011 May-Aug; 4(2): 50-56.

LOC Tears

Eye Drops



**Sodium Carmellose 0.5%,
Compatible Solutes, Glycerol**

**The Unique Double Action
Ocular Lubricant to
Moisturise, Comfort and
Revive Dry Eyes**

For Mild to Moderate Dryness

- ◆ Formulated with a Unique Blend of Ocular Lubricants that provides **Longer-Lasting Lubrication & Comfort** to Dry eyes.
- ◆ Contains Compatible Solutes **L-Carnitine & Erythritol** that helps **restore the Natural Osmotic Balance** of the eye surface to Revive Tired eyes.

**Lubrication, Osmoprotection & Comfort
in Dry Eyes**

References:

1. Brax A, Adam A, Casaroli-Marano RP. Efficacy of sodium carboxymethylcellulose in the treatment of dry eye syndrome. Arch Ophthalmol Soc. 2008 [cited 2010 Mar 17].
2. O'Garraill PA, Simmons Xu S, Vohige J, Zhao Z, K Ehrmann et al. Carboxymethylcellulose binds to human corneal epithelial cells and is a modulator of corneal epithelial wound healing. Invest Ophthalmol Vis Sci.2007 [cited 2010 Jun 28].
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I-DEW DS

Aquagel



Entod Research Cell UK Ltd.
Quality, Innovation & Research



**Sodium Carmellose 1%,
+ Essential Electrolytes**

**The Advanced Double
Strength Ocular
Lubricant that also
provides Nutrition &
Nourishment to the
Ocular Surface**

For Moderate to Severe Dryness

- ◆ Formulated with the **more viscous 1% Sodium Carmellose** that has a **Longer-Lasting Lubrication** with a Superior End-of-Day Comfort
- ◆ Incorporates **an Innovative Gel-Forming Eye Drop Technology** that provides a Stronger Ocular Lubricating effect
- ◆ Formulated with **Essential Eye Electrolytes** that provide **Nutrition and Nourishment** to the Ocular Surface

Double Strength Longer-Lasting Ocular Lubrication for Dry Eyes

References:

1. Bruix A, Adán A, Casaroli-Marano RP. Efficacy of sodium carboxymethylcellulose in the treatment of dry eye syndrome. Arch Ophthalmol Soc. 2008 [cited 2010 Mar 17];
2. O. Sarrett, PA Simmons, Xu S, Vahije J, Zhao Z, K Ehrmann et al. Carboxymethylcellulose binds to human corneal epithelial cells and is a modulator of corneal epithelial wound healing. Invest Ophthalmol Vis Sci. 2007 [cited 2010 Jun 26];
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Quality, Innovation & Research

SWITCH TO UK'S VERY OWN FLUORESCEIN STRIPS BRAND

I-DEW FLO

1mg Fluorescein Strips



For Staining the Anterior Segment

To Determine the Site of an Ocular Injury

To Evaluate Contact Lens Fitting

Sterile strips individually wrapped

Highest Grade Fluorescein
and Premium paper used

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