

Draft 2

Contact: [Dr. Name or representative]
[Phone #] and/or [email]

[Dr. Name/Practice name] offers new advanced dry eye treatment

-NuLids® – novel medical device helps reduce dry eye discomfort with convenient at-home use-

City, [date] [Dr. Name] now offers the NuLids System for patients suffering from dry eye. This safe and effective, doctor directed therapy efficiently treats dry eye and helps reduce patient discomfort. NuLids gently stimulates and restores the Meibomian glands in the upper and lower lids to a healthier state, thereby improving the signs and symptoms of dry eye.

“NuLids is an exciting new treatment for dry eye disease,” said [Dr. Name]. “Patients will benefit from the improved tear film stability, comfort and lubrication that NuLids provides to combat dry eye. And since NuLids is sold only through licensed eye care practitioners like me; I can control my patients’ therapy and closely supervise their treatment. Patients also really appreciate the convenience of using the device at home, on their own schedule.”

“The three improvements that patients tell me they want in their dry eye therapy are effectiveness, safety and convenience - and NuLids has all three,” said [Dr. Name].

Effectiveness

[Dr. Name] described how NuLids works for patients with dry eye. “About 86% of dry eye patients have compromised Meibomian gland function,” said [Dr. Name]. This results in an unstable tear film and premature breakdown of the tear. The oil produced by the Meibomian glands forms an effective barrier to tear evaporation; NuLids aids in the production and flow of this oil from the gland. Studies show NuLids improved Meibomian gland function and increased output by 2X. Consequently, NuLids use shows an 83% improvement in Tear Film Breakup time – in just four treatments.

[Dr. Name] stated that NuLids has clinical information that supports its efficacy. In addition to improving tear breakup time, NuLids showed an 81% improvement in helping Meibomian glands to produce secretions. “This indicates that NuLids is working, said [Dr. Name] And it works quickly; patients see results in 30 days.”

Safety

“NuLids is a more natural, effective dry eye treatment,” said [Dr. Name]. He/she explained that NuLids does not damage corneal tissue if the device accidentally touches it. NuLids’ self-regulating design halts movement if too much pressure is applied to the eye lid or if it comes into contact with the eye. In fact, in the more than 4,400 eye lid treatments performed with NuLids, there never been any incidents or issues reported.

“Also, NuLids is not pharmaceutical or a steroid so there aren’t any unknown side effects - patients appreciate that safety also,” he/she added.

Convenience

Surveys indicate that patients found NuLids’ oscillating tip more convenient than manual treatments. In fact, in patient trials, 95% of users indicated that NuLids was easy to use. NuLids takes only 60 seconds per day to use. Patients quickly adapt to the simple routine. NuLids fits into any busy schedule; there’s no need for patients to travel to the office for a treatment.

[Dr. Name] provided another reason patients like NuLids. It is cost-effective. “My patients have told me how expensive eye drops, lubricants and pharmaceuticals are for them. NuLids offers effective, on-going relief for just a few dollars a week.”

Dry eye affects more than 33% of Americans. It is a major reason for visits to the eye doctor. Dry eye is caused by a chronic lack of sufficient lubrication and moisture on the surface of the eye. The effects of dry eye include irritation, inflammation, and even possible scarring on the surface of the eye. More than 26 million Americans complain of dry eye. Almost 5 million Americans over the age of 50 experience clinically significant dry eye symptoms; dry eye affects twice as many women as men.

“I am pleased to provide this new, valuable tool in the fight against dry eye,” said [Dr. Name]. I, and the entire office, want to provide dry eye relief to our patients.”

Contact us today at: [phone] or [email] to see how NuLids can help you beat dry eye.”