

Hoya's Diamond Finish BlueControl

Our eyes are increasingly exposed to blue light emitted by the screens of digital devices. Excessive amounts can cause red and irritated eyes, eye fatigue, headaches, blurry vision and even sleeplessness. Hoya BlueControl is a coating that neutralises the harmful high energy blue lights, protecting eyes while offering more comfortable and relaxed vision and a more natural colour perception. BlueControl is offered in combination with Hoya's unsurpassed Diamond Finish anti-reflection coating and offers up to five times more scratch resistance than conventional multi-coats.

For more information contact your HOYA Sales Consultant or visit www.hoyalens.com.au/BlueControl



E-Eye: Treat Dry Eye with IPL

E-Eye, the first IPL device dedicated to dry eye syndrome, is now available in Australia and New Zealand. This cutting-edge technology generates a polychromatic-pulsed light set to stimulate the meibomian glands, enabling them to return to their normal function. It is easy to use, fast and tailor made.

According to the manufacturers, the efficiency of E-Eye is nearly constant on all forms of meibomian glands dysfunctions. They claim that in a 2011 clinical study conducted in France on 80 patients (average age 67), 90 per cent of patients expressed satisfaction after only two treatments. E-Eye is made in France, medically certified (Medical CE in Europe and TGA registered in Australia) and has a two-year manufacturer's warranty.

For more information visit www.dry-eyes.com.au

Crizal Prevencia Product

Crizal Prevencia is a selective photo-protection lens that can protect the eyes from wavelengths that contribute to the degeneration of retinal cells while allowing beneficial light to pass through. This new category of preventative lenses was developed using Light Scan, an exclusive technology which filters light selectively to:

- remove harmful blue-violet that can contribute to AMD, and UV rays that play a role in cataracts
- allow beneficial blue light to pass through and
- maintain the transparency of the lens.

Additionally, Crizal Prevencia offers the most complete protection against reflections, smudges, scratches, dust and water.

For information visit www.crizalprevencia.com



New Spray for Eyecare

Approximately 80 per cent of sore, irritated eyes are due to damage to the lipid layer¹ often caused by environmental factors such as weather, computer use and air conditioning. Optrex ActiMist is a liposomal spray that is clinically proven to help to repair the lipid layer of the tear film and seal the moisture into the eye.² Optrex ActiMist is a quick and easy way to treat dry, sore and irritated eyes, and because it is sprayed onto a closed eye, it overcomes many of the pitfalls of using eye drops. In a clinical study, 74 per cent of customers preferred the application of Optrex ActiMist eye spray to that of an alternative conventional treatment.¹

For more information on Optrex ActiMist or to register to attend a special dinner presentation in Melbourne on 28 February 2014 visit www.rbhealthhub.com.au/spray

References:

1. Lee S et al. *Klin Monatsbl Augenheilkd* 2004; 221:1-12;
2. Pult H et al. *Contact Lens Anterior Eye* 2012;35(35): 203-207.