

# PRESCRIPTION STRENGTH WITHOUT A PRESCRIPTION



## **Bruder®** **Hygienic** **EYELID SOLUTION™**

**PRESCRIPTION STRENGTH**

CONTAINS  
**0.02% PURE**  
HYPOCHLOROUS ACID SOLUTION

Safe for daily, long-term use.  
Stable and pure without the additives  
found in other solutions.





## PURE AND SIMPLE

Bruder Hygienic Eyelid Solution is an all-natural, isotonic saline wash that delivers prescription strength results without the cost and inconvenience of a prescription. This proprietary eyelid and lash solution, containing a pure and stable form of hypochlorous acid (HClO), works to support rapid and effective relief from dry eyes, styes, and red, itchy eyelids associated with conditions like blepharitis and meibomian gland dysfunction (MGD).

Our powerful doctor-recommended solution also assists in the removal of foreign material and debris on and around the eyelid margin through a refreshing spray application that is soothing to sensitive skin.

Containing no alcohol, oil, sulfates, sodium hypochlorite, parabens or added fragrance, **Bruder Hygienic Eyelid Solution** is an ideal foundation for good eyelid health and a beneficial addition to a daily eye care regimen for patients with mild or moderate conditions.

### THE SCIENCE BEHIND HClO

Hypochlorous acid (HClO) is a bactericidal component of the immune system. When the immune system comes across pathogens, it releases hypochlorous acid to kill the bacteria. HClO has shown highly effective in-vitro efficacy against a wide range of microorganisms, helping to fight infection, reduce inflammation, control the body's response to injury, and enhance its natural ability to heal.

**Bruder Hygienic Eyelid Solution** is gentle and safe enough to apply every day, unlike other isotonic saline washes with hypochlorous acid that may contain additives that can cause discomfort and limit use. Patients do not experience tingling like they might with other topically applied solutions – instead there is only soothing comfort that supports improved hygiene of lids, lashes and the palpebral margin.



# SAFE AND EFFECTIVE FOR EVERYDAY USE

Bruder's solution is easy to apply with no need to rinse or wipe. Simply spray the gentle, hypoallergenic formula on eyelids, let dry and allow the formula to cleanse and soothe. For best results, have patients apply at least twice daily on freshly washed, makeup-free lids. Intended for use on lashes and eyelid margins.

With no abrasive chemicals, bleach impurities or hypochlorite by-products, **Bruder Hygienic Eyelid Solution** is a safe, natural alternative to costly, inconvenient prescription-only solutions.



Available in 1 fl. oz. and 2 fl. oz.

## Compare the Difference

	<b>Bruder</b>	<b>RX Products</b>	<b>Other OTC HCIO Solutions</b>
<b>Prescription</b>	Not required	Required	Not required
<b>Purity/ Concentration</b>	<b>100% Pure HCIO / .020%</b>	100% Pure HCIO / .010%	Varies. Can contain sodium hypochlorite, (bleach) or other undesirable impurities
<b>Strength</b>	Gentle enough for everyday, long-term use	Gentle but requires a prescription	Too strong for daily use; recommended only for treatment of moderate to severe conditions
<b>Stability/ Shelf Life</b>	Amber bottle preserves solution to maintain stability and ensure efficacy. Closed bottle allows for <b>3 year shelf life</b> ; open bottle is effective for <b>60 days</b>	Amber bottle. <b>2 year shelf life</b> ; open bottle effective for <b>30 days</b>	Risk of spoilage; commonly unstable due to impurities
<b>Daily Use</b>	Yes — gentle enough for daily, long-term use	Yes	Not recommended by manufacturers. Additives limited extended use
<b>Volume</b>	Supplied in two convenient bottle sizes (1 fl. oz. and 2 fl. oz.) to ensure all solution is used. Used as directed, 1 fl. oz. is a 1 month supply	Varies; bottles can be too large to be used within prescribed shelf life	Varies. Bottle size selection limited leading to high cost per use

# LID HYGIENE IS IMPORTANT TO OVERALL OCULAR HEALTH

Good lid hygiene is commonly recommended as a first line of treatment for dry eye, contact lens-related dry eye, styes, itchy eyelids, meibomian gland dysfunction, and blepharitis.

By making sure patients pay particular attention to the eyelid margins for the presence of inflammation and/or signs of debris in the lashes, they can experience better overall ocular health and wellness.

## BRUDER HYGIENIC EYELID SOLUTION

Supports rapid and effective natural relief against a wide range of microorganisms.



100% Pure HCIO



All-Natural



Stable



Prescription Strength



No Prescription Required



Hypoallergenic

## TO LEARN MORE OR PLACE AN ORDER

Call (888) 827-8337, visit [www.bruder.com](http://www.bruder.com) or email [eyes@bruder.com](mailto:eyes@bruder.com).

Visit our professional portal at [order.bruder.com](http://order.bruder.com) to place your order online.

HELP YOUR PATIENTS ENHANCE THEIR OCULAR HEALTH THROUGH AN IMPROVED HOME LID CLEANSING ROUTINE BY RECOMMENDING **BRUDER HYGIENIC EYE CARE PRODUCTS**.

# Bruder®

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