

Bruder Introduces Pre-Surgical Patient Prep Kit

New pre-op kit helps patients prepare their eyes for ophthalmic surgery in three easy steps and is designed to work with surgeons' pre-surgical protocols

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ALPHARETTA, GA, December 11, 2020— Responding to demand from eye care professionals, Bruder recently collaborated with leading ophthalmic surgeons and comanaging optometrists to develop the easy-to-use **Bruder Sx Pre-Surgical Patient Prep Kit**. With the introduction of this kit, the hygiene products patients need are all available in a single, self-contained kit that doctors can provide directly in their practices or via Bruder's new patient-friendly online portal, specifically designed for pre-surgical patients.

“Ocular surgery results are dependent on pre-operative care. This is why it's important that patients do their part to stabilize the ocular surface and keep lids healthy and clean,” says Medical Advisory Board Director, Cynthia Matossian, MD, FACS. “While the need is great, collecting multiple hygiene products online or at a pharmacy can be overwhelming and impractical for many patients preparing to undergo cataract or other corneal procedures.” To make it easier, Bruder has introduced a pre-surgical prep kit to compliment any other treatments a surgeon believes are necessary to achieve optimal surgical results.

The highly-anticipated **Bruder Pre-Surgical Prep Kit** includes:

- **Bruder Hygienic Eyelid Cleansing Wipes.** These textured pre-moistened wipes contain a mild surfactant designed to remove build up, oil, dirt, pollen and desquamated skin that may cause eye irritation and infection.
- **Bruder Hygienic Eyelid Solution (0.02% Pure Hypochlorous acid)** Naturally-occurring hypochlorous acid (HOCl) has shown high efficacy against a wide range of microorganisms. Applying one to two sprays of the solution daily to closed eyes helps fight infection, reduce inflammation and bacteria, and enhance natural ability to heal.
- The **Bruder Sx Pre-Surgical Compress.** This enhanced compress is designed specifically for the unique needs of the pre-surgical patient using EyeOnic™ fabric woven with antimicrobial silver threads. Like the original Bruder Moist Heat Compress, the Sx mask is filled with self-hydrating, silver-infused, patented antibacterial MediBeads® to unclog meibomian glands and stabilize the tear film to improve pre-surgical measurements. Patients microwave the mask for 20 seconds then apply for 8-10 minutes.
- **Bruder Sx Case.** All of the essential items that pre-op patients need are neatly housed in an attractive, yet practical case that's large enough for doctors to customize by adding complimentary products, prescriptions or patient education paperwork.

“As doctors, we know how important it is to prevent endophthalmitis and optimize the tear film to achieve the best possible surgical and refractive outcomes,” says Dr. Matossian. “Being able to hand patients this complete, easy-to-use kit makes it convenient for patients to do their part to get ready for their surgery.”

The **Bruder Sx Pre-Surgical Patient Prep Kit** is now available for in-office distribution or patient purchase by referral online. Call 888-827-8337 or visit the Bruder Professional portal at order.bruder.com to learn more about this new product.

About Bruder Healthcare Company

Bruder Healthcare is a recognized leader in eye care and provides the #1 doctor recommended moist heat eye compress. Since 1986, Bruder Healthcare has provided safe, effective therapeutic products to medical professionals and consumers. Our products are used in medical settings and homes around the world.

Visit www.brudersx.com for more information.

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