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DRY EYE

a multifactorial disease caused by chronic lack of lubrication and moisture on the surface of eye

UP TO **40** MILLION



PEOPLE EXPERIENCE DRY EYE



MAJOR SYMPTOMS

- Burning
- Itching
- Grittiness
- Redness
- Strained eyes

CAUSES

- Digital devices
- AC environment
- Contact lenses
- Ocular surgery
- Air Pollution
- Medications
- Ageing

PREVENTIVE MEASURES

- Take nutritious diet
- Hydrate yourself
- Blink frequently
- Wear sunglasses

In Dry Eye

ECOTEARS
 (Carboxy methyl cellulose 0.5%)
Xtra Viscosity, Xtended Lubrication



SCAN QR CODE
For eye exercises to relieve eye strain



Ecotears : Active Ingredient : Each ml contains Sodium Carboxymethylcellulose 5 mg. **Indications-** Ecotears is used as a lubricant to relieve irritation and discomfort due to dryness of the eye or due to exposure to wind or sun. **Dosage and Administration-** Instill one drop in the affected eye(s) 4 times a day or as needed. **Contraindications :** Hypersensitivity to any of the ingredients. **Warnings and Precautions-** If eye pain, changes in vision, continued redness or irritation of the eye is experienced, or if the condition worsens or persists for more than 72 hours discontinue use and consult a medical doctor. **Pregnancy-Safe use during pregnancy has not been established. Nursing mothers-Safe use during lactation has not been established. Pediatric Use:** Ecotears should not be used in infants and small children under 3 years. **Adverse Reactions-** Burning, eye irritation/ pruritis, eyelid edema, conjunctival hyperemia, eye pain. **Storage-** Store in cool dark place. Keep out of reach of children. This is an abbreviated prescribing information. For detailed information please refer to full prescribing information. Date of review 13th May 2021

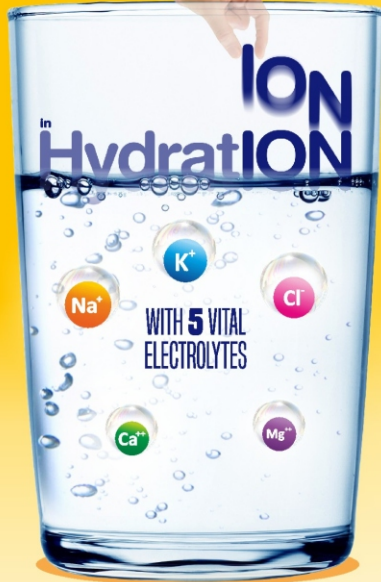
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In Fever¹

1° Rise in Body Temperature → 10% Depletion in Water & Electrolytes

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1. El-Radhi, A. Sahib et.al. Clinical manual of fever in children. Berlin, Germany: Springer, 2009.

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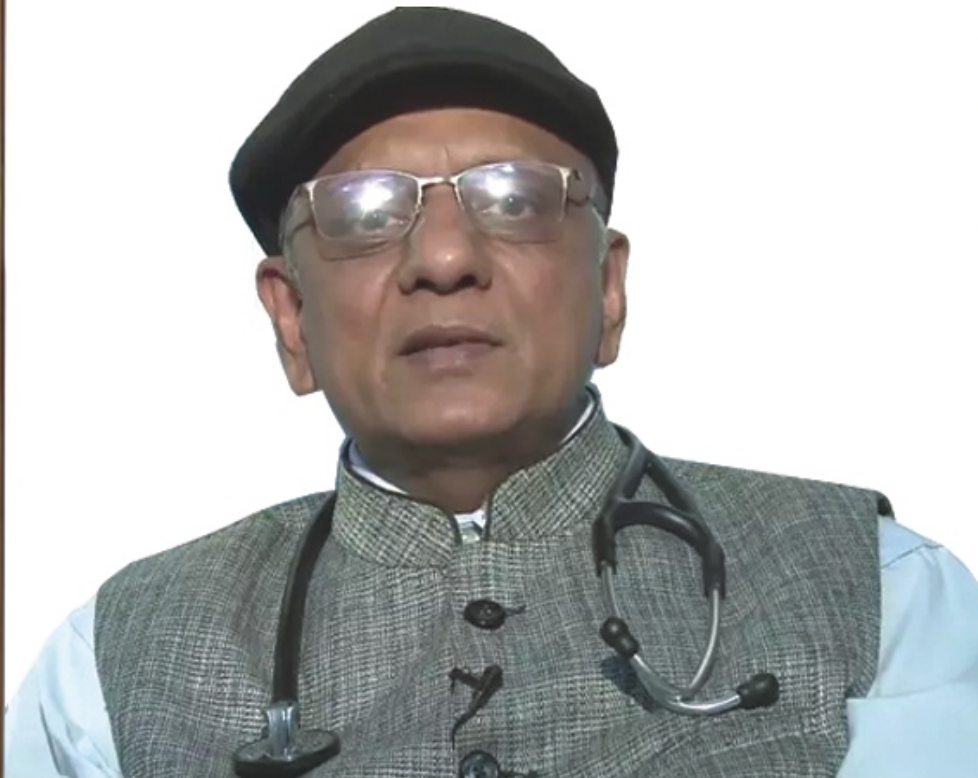
100% Clinical Results when used as an adjuvant therapy¹

Prevents Recurrence in **96%** cases on long term use up to 6 months*

Prophylaxis use by family members **prevents Ping Pong Effect*** (spreading of infection to others)



* Data on file 1. Rasthawathana Desomchoke MD et al J Med Assoc Thai Vol. 99 No. 12 Dec 2016

In Memoriam

Dr Krishan Kumar Aggarwal
(05-09-1958 — 17-05-2021)

Sr. Physician Cardiologist, Recipient of Padma Shri & Dr B C Roy National Award, President of Confederation of Medical Associations in Asia and Oceania & HCFI He served our beloved Association in the capacity of National President, Honorary Secretary General, Senior National Vice President, Hony. Finance Secretary, Chairman IMA AMS, President Delhi Medical Association, President & Secretary New Delhi Branch.

He excelled in all spheres of his life. His passion for public education was unparalleled. He was a true legend & was iconic figure in mass education & awareness. He served millions of lives & his services proved a guiding torch during the pandemic. His videos discourses were acclaimed globally.

Journal of IMA mourns the untimely sad demise of Dr. K.K. Aggarwal, and express deep & heartfelt condolences to the family and joins in their prayer.



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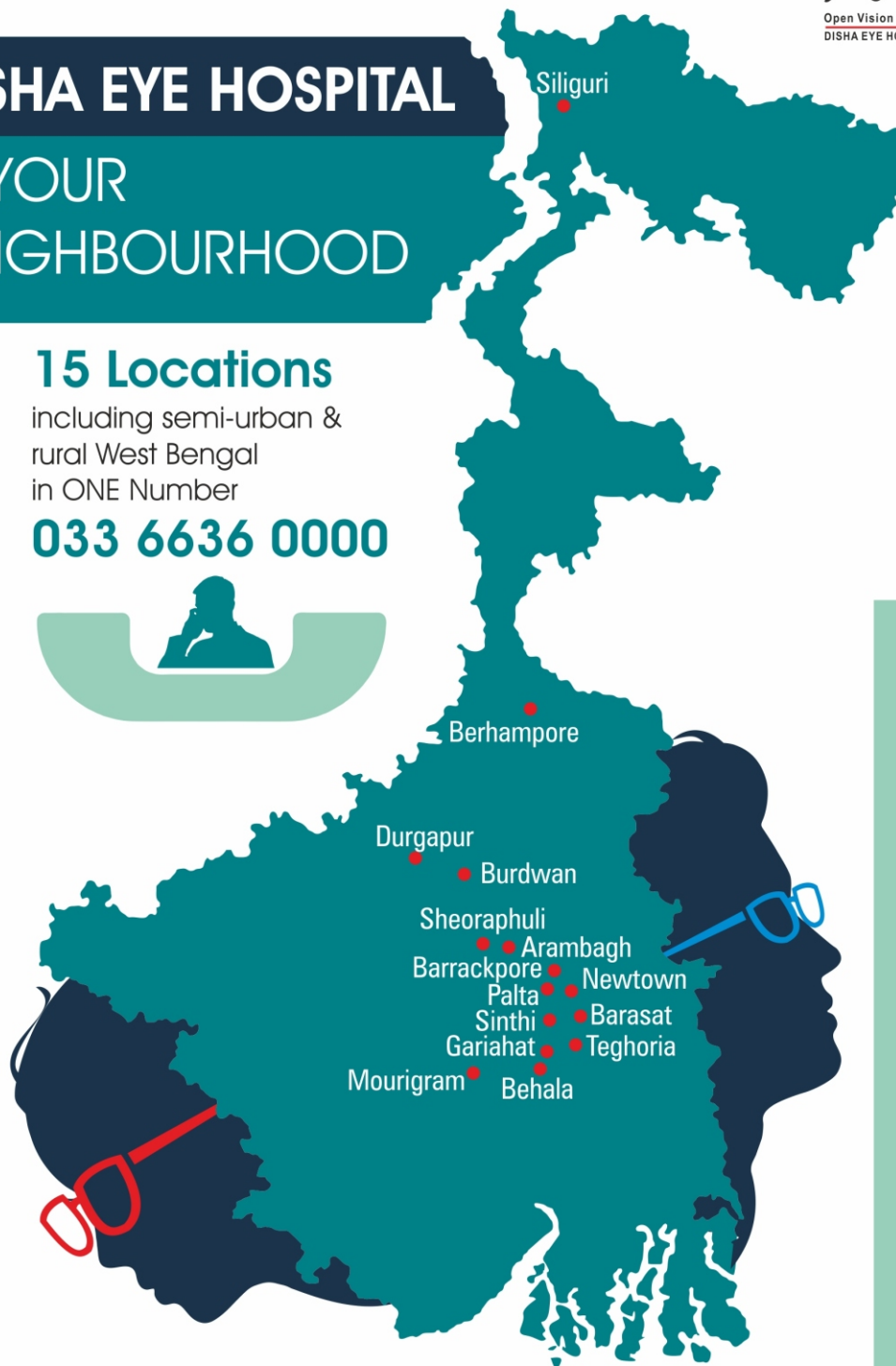
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