

A PARADIGM SHIFT IN THE TREATMENT OF DRY EYE DISEASE

# OptiVize



## The 3 Pillars of a Root-Cause Approach to Dry Eye

1. BlephEx - Lid Debridement
2. OptiVize VCL - Vaporization
3. OptiVize VEF - Vibrating Expression



**BlephEx**  
Healthy Lids for Life!



**TARGET BIOFILM**  
Focus on the root cause of dry eye and stop chasing symptoms



Deep Subdermal Inflammation



RESOLVED AFTER 4 TREATMENTS

## The Innovator in Bacterial Biofilm Removal

Embrace the trailblazer in biofilm-focused dry eye care by treating the cause of the disease. With the combined power of BlephEx and OptiVize, you can finally put dry eye in remission for your long suffering patients.



**1 FIRST STEP**  
blepharoexfoliation

### MICRO BLEPHAROEXFOLIATION (MBE)

Biofilm on the lid margin acts like a layer of Saran Wrap over the meibomian gland orifice, sealing them off. BlephEx thoroughly removes that.

The Protocol To **FIX DRY EYE**

**2 SECOND STEP**  
intraglandular vaporization

### VAPORIZATION

Using the OptiVize VCL, we apply a low-voltage electrical waveform that specifically targets the intraglandular bacterial biofilm, completely vaporizing it.

**3 THIRD STEP**  
meibomian gland expression

### VIBRATING EXPRESSION

The OptiVize vibrating and heated forceps melt and remove not only the diseased meibum, but the tenacious bacterial biofilm. The vibrating energy not only provides for a more thorough expression, but also helps to desensitize nerves for improved patient comfort.

## Incredible Revenue Boost

Open up a **brand-new profit center** in your practice with monthly treatments and ongoing maintenance treatments every 6 months. OptiVize and BlephEx will drive regular, predictable foot traffic in your clinic and lead to significant profit center growth and a dramatically improved comprehensive approach of your dry eye patients.

The **REVE Treatment Protocol** will not only enhance patient satisfaction by addressing the root cause of dry eye, but will also create a reliable monthly cash revenue stream.

## Smarter Dry Eye Care... Money Back Guarantee!

Combined with BlephEx and our exclusive Dry Eye Fellowship\* we guarantee that you will be fixing your blepharitis and dry eye patients for the first time EVER or your money back on the cost of OptiVize!!!

\*Our exclusive Fellowship Program offers in-person training to ensure you get the most out of OptiVize & BlephEx. The Fellowship can take place in your clinic or at our location. Includes flight to Nashville, 2-night hotel stay, 2 days of hands-on training (including seeing live patients) for you and 1 colleague. Training at your location can include your entire staff.

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# THE BIOFILM ELIMINATION SYSTEM

BlephEx

## LID DEBRIDEMENT

The original and most thorough eyelid debridement tool in the world; used now in over 30,000 doctors offices in more 30 countries around the world.



## THE BIOFILM BUSTER VAPORIZATION + VIBRATING EXPRESSION

**Vaporization** - Utilizing a breakthrough in recent biofilm research, OptiVize delivers a precise harmonic waveform via a painless electric current to completely vaporize biofilm lurking in any structure within the eyelid, including the lash follicle and, most importantly, the meibomian glands. Following a BlephEx lid surface debridement, OptiVize literally blows biofilm off the inside of the tiny meibomian oil-making sacs, converting it into millions of tiny protein-polysaccharide particles that are then ready for the next step...

**Vibrating Expression** - OptiVize utilizes heated expression forceps unlike anything on the market. Over the years, meibomian oil is acted upon by bacterial toxins and enzymatically converted into a more stable food source for themselves...a thickened obstructive paste or sludge. By adding vibration to the expression procedure, this sludge is now more effectively removed from inside the meibomian glands, along with accumulated bacteria and their inflammatory destructive toxins.

Utilizing the above 3-step protocol, the BlephEx family of products has now achieved the Holy Grail of dry eye treatment: **a true fix**. Treatments are monthly until the sludge meibum is eliminated, leaving only clear, healthy oil.

Don't your patients deserve to be **FIXED** once and for all? OptiVize is guaranteed to be the linchpin in your new dry eye treatment program, or your money back. Find out how easy it is to get started.

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