

Eye on Health

(Artificial) Tears of Joy Provide Dry Eye Symptom Relief

(NAPSA)—Dry eye affects more than an estimated 20 million people in the United States, and is one of the most common reasons for visiting the eye doctor. While treatable, it is often underdiagnosed.

Dry eye occurs when underlying changes to the health of the tear-producing glands result in a change in the quality and quantity of tears produced. As a result, the tear film can no longer provide enough nourishment or protection to the surface of the eye.

Symptoms of dry eye can vary greatly from one person to the next, often fluctuating throughout the day, and may include itching, irritation, sensitivity to light, blurred vision and dryness.

Dry eye can be exacerbated by environmental factors such as allergens and influenced by hormonal changes due to aging and menopause, thyroid problems, vitamin deficiencies, rheumatoid arthritis, lupus and Sjogren's syndrome.

Artificial tears provide temporary relief of dry eye symptoms and are a foundation treatment for chronic dry eye. Now, a next generation artificial tear is available over the counter that works in two ways—on and below the surface of the eye to provide long-lasting relief of dry eye symptoms.

"OPTIVE™ Lubricant Eye Drops provides lubrication and hydration to both the tear film and at the cellular level, bringing dry eye sufferers the latest in artificial



SEE YOUR EYE DOCTOR. Left untreated, chronic dry eye can lead to more serious vision problems.

tear technology," said David Hardten, M.D., Director of External Disease, Minnesota Eye Consultants and Adjunct Associate Professor of Ophthalmology, University of Minnesota.

While most artificial tears only provide moisture to the tear film, the advanced formulation of OPTIVE™ protects cells from excessive salt levels, which can trigger dry eye, providing long-lasting relief from dry eye symptoms.

Dr. Hardten adds that, "Mild or episodic dry eye can progress to a chronic condition, so anyone using artificial tears three or more times a day should see an eye care professional who can properly diagnose chronic dry eye and may recommend additional prescription therapies."

For more information about dry eye, you may visit www.OptiveSolutions.com.