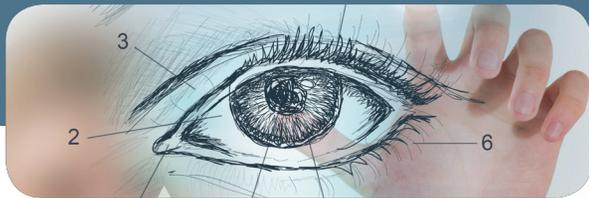


You can have relief from Anterior Blepharitis.

Most people have their teeth professionally cleaned every six months to remove all of the plaque (bacteria) and tartar from their teeth – even though they brush/clean their teeth every day. The same level of care should be provided for patients with Anterior Blepharitis by having your eyelids professionally cleaned by your eye doctor or lid hygienist. Removing all of the scurf and bacteria can prevent long term, debilitating eye disease and maintain healthy eyelids to promote overall eye health.

AB Max™ is a new, in-office procedure that allows your eye doctor to treat Anterior Blepharitis. With our Patent Pending Pulse mode, the procedure reduces scurf and bacterial debris which are the main causes of eyelid inflammation and lid disease.



How is AB Max™ different than other treatments?

With AB Max™, your doctor or lid hygienist will thoroughly eliminate the scurf and bacterial debris that has built up along your anterior eyelid margins which is one of the leading causes of inflammatory lid diseases like Anterior Blepharitis. Finally, your doctor will finish your Anterior Blepharitis procedure with the AB Max™ Patent Pending PULSE technology to gently massage your outer eyelid margins, which will help reduce or alleviate the debilitating and chronic symptoms.

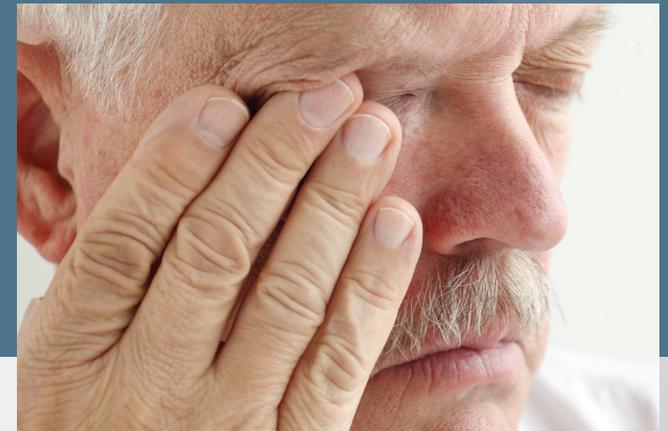
Treatments are typically repeated at regular intervals depending on the severity of your disease. After a few treatments, patients can then begin to start producing more of their own tears and start enjoying a life free of chronic, irritating symptoms caused by Anterior Blepharitis.

AB Max™ is the Most Advanced Doctor's Treatment for Anterior Blepharitis.



The POWER of the PULSE

Many Eye Doctors Report up to 47% of Their Patients Have Anterior Blepharitis*



510 Highland Avenue, #332

Milford, Michigan 48381

800-721-8006

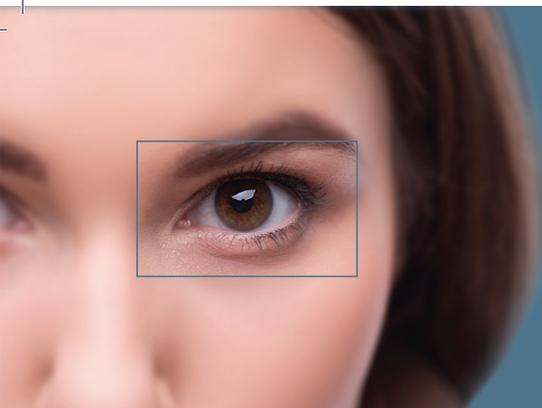
www.AB-Max.com

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*Anterior blepharitis means blepharitis on the outer eyelid margin, including the eyelashes.

If your eyes are itchy and sore with a burning, gritty sensation, you could be one of them.

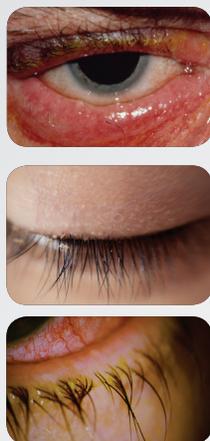




Am I at Risk for Anterior Blepharitis?

What is Anterior Blepharitis?

Blepharitis (blef-uh-RYE-tiss) is inflammation of the eyelids that usually involves the outside front of the eyelid, where the eyelashes are attached - also known as Anterior Blepharitis. Anterior Blepharitis is Blepharitis (inflammation) on the outer eyelid margin, including the eyelashes that can affect both eyes. The most common causes of Anterior Blepharitis are bacteria, scalp dandruff, and Demodex mite infestations.



What are some of the causes of Anterior Blepharitis?

- Bacterial (or sometimes viral) infection
- Staphylococcus aureus
- Staphylococcus epidermidis
- Corynebacterium spp.
- Seborrheic Blepharitis
- Poor hygiene
- Allergies
- Cosmetic makeup
- Advanced age
- Demodex mite infestations

If left untreated, Anterior Blepharitis can lead to thickened and inward-turned or outward-turned eyelids and even vision problems that can damage your cornea. Finally, ignoring Anterior Blepharitis can cause other serious vision conditions, leading to more severe symptoms, such as blurring of vision; missing or misdirected eyelashes; and inflammation of other eye tissue, particularly the cornea.

Am I at risk?

Staphylococcus bacteria is commonly found on the face and lids, but if they become excessive, or the lid area reacts poorly to their presence, an infection can occur. Signs include collarettes at the base of eyelashes as well as red, itchy and swollen eyelids.

What are the traditional treatments for Anterior Blepharitis?

The traditional treatment for Anterior Blepharitis involves the patient scrubbing their eyelid margins with non-tearing baby shampoo on a clean washrag or a cotton swab. Another option is to use one of the over-the-counter lid care products squirted on a fingertip to cleanse the eyelids. This procedure can be challenging to perform at home and have limited effectiveness, even if routinely performed.

The good news is there is a revolutionary new treatment for Anterior Blepharitis. AB Max™ is an in-office procedure performed by your eye doctor or lid hygienist. The AB Max™ procedure removes all of the bacteria, scurf, and debris including dead skin cells that Demodex mites thrive on to actively treat Anterior Blepharitis.

The AB Max™ with our Patent Pending Pulse mode offers an effective treatment instead of merely relying on semi-effective home lid scrubs you perform at home.

What are the symptoms of Anterior Blepharitis?

- Crusty eyelashes when you awake
- Burning or stinging sensation
- Watery eyes
- Red eyes
- Eyelid sticking together
- Gritty, foreign body sensation
- Eyelids that appear greasy or oily
- Itchy eyelids
- Red, swollen eyelids
- Flaking of the skin around the eyes
- More frequent blinking
- Sensitivity to light
- Eyelashes that grow abnormally (misdirected eyelashes)
- Loss of eyelashes

Does insurance cover AB Max™ ?

While AB Max™ is not currently covered by insurance, it is a very affordable procedure, especially when you compare it to the long-term costs of dry eye treatment. If you have Anterior Blepharitis, you will not only save the hundreds of dollars spent on artificial tears, cyclosporines, antibiotics, and anti-inflammatories but for the first time, you will be able to enjoy the benefits of an effective treatment almost immediately.

