

- There are two basic types of artificial tears:
- **Preservative-free eyedrops.** These artificial tears contain fewer additives and are generally recommended if you apply artificial tears more than four times a day. Preservative-free products may come in single-dose vials.
- **Eyedrops with preservatives.** These artificial tears often come in multidose bottles and contain chemicals that discourage bacterial growth once the container is opened. The preservatives may irritate your eyes, especially if you have moderate or severe dry eyes.

Nature's Tears EyeMist

- **Moisture is WATER!** Dry eye, eye strain, red eye, can occur when the ocular tear film's all-important aqueous (water) layer lacks sufficient moisture. Nature's Tears EyeMist is the ONLY eye-care product that penetrates the tear film with a diffusion of pure, pH-balanced, all-natural moisture directly to the aqueous layer.
- is a gentle, all-natural mist for dry eyes. Nature's Tears EyeMist is perfectly suited to be used multiple times a day, even while wearing contact lenses, for eye discomfort associated with allergies, dry eye, red eye, and general eye discomfort.
- 100% all-natural water



About Nature's Tears EyeMist

- "The natural environment, including the air we breathe, is becoming dryer and more polluted, creating a global epidemic of dry eyes. Even where the air is not dry, the natural humidity (suspended water droplets) that keeps eyes and skin moist and enables us to breathe, is often polluted."
- "My personal hand-held device," says Mrs. Kleyne, "empowers everyone in the world, whether they live in Chicago, Egypt, China's industrial heartland or a remote village in Kenya, **to carry clean, moist, all-natural, unpolluted, 100% safe humidity in their pocket or purse, and to easily apply it to their dry eyes any time they choose.**"
- According to Sharon Kleyne, Nature's Tears® EyeMist® has been used by millions of people worldwide, who usually report instant relief from dry eye discomfort. The product, says Mrs. Kleyne, is endorsed by thousands of ophthalmologists and optometrists who appreciate the product's simplicity, safety and ease of use.

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- I personally think that this product has got the most potential in what we are trying to do.
- Also this interview states some great reasoning that could be useful for our brand extension idea
- It is worthwhile to have a read about the product and it's developer on the website below.

More information:

Nature's Tears Eye Mist

<http://www.prweb.com/releases/2012/4/prweb9372712.htm>

Here is a selection of some other related products that are considered natural eye drops.

Tears Naturale Free Lubricant Eye Drops

- **Tears Naturale Free Lubricant Eye Drops** provide lasting relief for mild to moderate dry eye with the convenience of a vial.
- Provides lasting relief for mild to moderate dry eye
- Relieves discomfort due to minor irritations of the eye, or exposure to wind or sun
- Most convenient preservative-free artificial tears



Similasan Dry Eye Relief Drops

0.33 oz

- Sting-Free Formula
- Homeopathic
- Long Term, Healthy Relief
- Eye Doctor Recommended
- Eye doctor recommended
Similasan Dry Eye Relief™ eye drops stimulate the eye's natural ability to **fight dryness and clear redness due to smog, stress, age, fatigue, environment, contact lens wear, and other causes.**
- Similasan Eye Drops work effectively with no known side effects and no known interactions



- **Relieves Tired Strained Eyes**
- Sting-Free Formula
- Gentle Enough For Children -
Strong Enough For Adults.
- Homeopathic
- Long Term, Healthy Relief
- Similasan's unique "Active Response Formula" quickly stimulates the eye's natural ability to **relieve eye strain due to intense computer work, TV, reading, writing or driving at night.**



Weleda Soothing Eye Drops

- These sterile eye drops are specifically for **tired eyes** from **dust, eyestrain from too much work or after a long drive.**
- Also for mild and simple conjunctivitis or eye inflammation, especially in babies or children.
- Euphrasia (eyebright) contains medicinal substances (resins) that are mildly anti-inflammatory and antiseptic, as well as astringent (tannins), and this product contains a homoeopathic Eyebright. The astringent tannins also act as an antimicrobial.

