



C Distinctive Eyewear Adds Lumenis OptiLight IPL for Dry Eye Treatment

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Winston-Salem, NC, 3/18/2024 ? The team at C Distinctive Eyewear has announced that they have added one of the most effective and advanced dry eye treatment devices approved by the FDA to its lineup of treatment equipment: the Lumenis OptiLight IPL. Located at 302 S Stratford Rd., Suite B, Winston-Salem, NC 27103, this acquisition marks a turning point for patients seeking dry eye relief in Winston-Salem and its surrounding communities.

?At C Eyewear, we have experienced an increasing number of patients seeking treatment for chronically itchy and dry eyes,? said owner Dr. Jillian Okeefe, O.D. ?Part of this growing trend is due to how we spend our time. Lots of screen use and sitting in dry, indoor environments are leading causes of dry eye syndrome. However, aging also plays a significant role, and there are a lot of older adults seeking dry eye treatment for the first time in their lives. We want to make sure we can support those patients to the best of our ability, regardless of condition severity.?

Studies have shown that 87% of dry eye patients have evaporative dry eye disease, which occurs when tears evaporate too quickly. The major cause of evaporative dry eye is meibomian gland dysfunction, which is

when the meibomian glands become clogged. This can occur from exposure to a variety of everyday factors, including oils, dirt, pollutants, makeup, and more. This decreases the quality of the tear film, at which point the eyes are not being properly lubricated, causing inflammation, itchiness, irritation, and sometimes blurred vision.

“What makes intense pulsed light therapy so effective is that it applies gentle pressure and mild heat to a targeted area just below the surface of the skin,” said optometrist Dr. Nguyen, O.D. “The device doesn’t give off enough pressure or heat to harm the muscles and tissue, but it will melt the types of oils and pollutants that can build up in the meibomian glands. And because a significant number of cases are caused by blocked meibomian glands, OptiLight IPL is one of the most powerful available tools for treating dry eye.”

OptiLight IPL is a safe, non-invasive treatment that is considered by most patients to be a pleasant experience; many liken the treatment to a hot stone massage. It is easy to fit into a schedule, too, because it requires no downtime afterward.

“Each dry eye case is different because each patient is different,” said Dr. Nguyen. “Our team develops customized plans, because each unique combination of causes often requires a unique combination of treatments. We added OptiLight IPL to our treatment options because it gives us advanced capabilities that we lacked before, and it works great in combination with our other treatments.”

Other causes of dry eye may include contact lenses, certain medications, working and living conditions, blinking habits, screen use, and preexisting conditions (like lupus, diabetes, and arthritis). C Eyewear has made a name for itself as a leader in local dry eye treatment with a wide range of treatments, including iLux®, low level light therapy (LLLT), tear-simulating medications, BlephEx®, and more.

Patients looking for effective dry eye treatment in Winston-Salem or in the surrounding northwestern North Carolina area can schedule an appointment with C Distinctive Eyewear at {PHONE}.

About C Distinctive Eyewear

The team at C Distinctive Eyewear is dedicated to bringing a world-class, independent optical experience to their patients in Winston-Salem. Their eye doctors and opticians are chosen based on expertise and love of eyewear – they know fashion-forward, quality frames, which is why their selection of frames and sunglasses are personally curated by the staff. A comprehensive eye care practice, they offer high-quality disease management and surgery co-management plans backed by cutting-edge tech and industry-leading expertise.

For more information about C Eyewear, visit <https://www.cejewear.com/>.

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C Distinctive Eyewear

At C Distinctive Eyewear, we redefine the eyewear experience. Our curated eyewear collection blends fashion and function, and our state-of-the-art technology transforms the eye exam process, eliminating discomfort and inconvenience.

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