



## **Jarvis Vision Center Celebrates Mother's Day with Dry Eye-Centric Promotion**

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Murray, KY, 4/26/2024 ? Jarvis Vision Center has announced that during the entire month of May, they will be running a promotion for Mother's Day that aims to boost eye wellness with dry eye-safe products. The promotion entails a free EYESARETHESTORY starter kit for every new patient that signs up for a dry eye or aesthetic intense pulsed light (IPL) or radiofrequency (RF) package. The kit from the esteemed bio-beauty brand comes in at a \$130 value and is part of the movement towards health-conscious cosmetics that are centered around battling pollution and other irritants that can contribute to dry eye disease, especially as it pertains to cosmetics and their residues.

"We're excited to be able to give back to the women who shape us," said Reed Jarvis, O.D., optometrist and founder of Jarvis Vision Center. "Dry eye is on the rise in our highly digitized lifestyles. Changes to your makeup and skincare routine can make a big difference in the overall condition of a patient's eyes. So many common cosmetics like mascara contain irritants and contribute to dry eye disease, like when they spread particles that clog meibomian glands. IPL can help clear that up, but regular hygiene is also a must for everyone."

The set that patients will receive from the luxurious brand comes in at a \$147 value when purchased separately, and contains EYESARETHESTORY Eye Proof Facial Cleanser, Eye Proof Facial Serum, and the brand's Mascara Trio Set. The products are formulated with minimally irritating preservatives and plant-derived nutrients, as well as powerful antioxidant resveratrol.

The brand's mascara was diligently designed to be non-flaking, non-drying, non-burning, and non-irritating. The set of mascaras is a trio in miniature sizes in order to minimize contamination and bacteria buildup often associated with long-term mascara wand overuse. Mascara and other eye makeup products being improperly removed and cleansed from the skin is known as a cause of blepharitis and meibomian gland dysfunction.

"I think Eyes Are the Story is a very unique brand, and I'm excited to share that with patients who are either looking to get some tailored aesthetic care for their skin or to combat dry eye disease with advanced technology," continued Dr. Jarvis. "Having a comprehensive routine to follow after getting treatment for your syndrome is important: it helps you maintain results and keeps you aware of your eye health. With daily life, I think a lot of patients tend to overlook eye hygiene in particular, especially as it pertains to the ingredients in cosmetics."

"When it comes to taking care of your eyes, we carry things like lid cleansers, supplements, specialized contacts," said Dr. Jarvis. "It's a bit more specialized, but skincare also integrates into your overall eyelid health. That's why we chose this set for our promotion, because it elevates more everyday sort of items that you'll want to regularly use."

EYESARETHESTORY is a brand that pairs cosmetics with pharmaceutical principles, with products undergoing extra trials to validate their safety and efficacy for users with dry eyes, sensitive eyes, and skin, and contact lens users. Their pedigree is not lost on the team at Jarvis Vision Center, who have a comprehensive dry eye disease program that includes tear film analysis and osmolarity testing, lid analysis, corneal irregularity photography, and imaging for meibomian glands as part of diagnostics.

"We want to promote our patients' health wherever we can," added Dr. Jarvis. "There's a lot to be said about the cosmetics industry, and as eye doctors we work very hard to ensure that patients have all the latest information. Being able to make it a treat for Mother's Day is protecting the ones we love most."

The Mother's Day promotion ends May 31. Jarvis Vision Center is open and taking appointments for new and existing patients, though only new patients qualify for the giveaway.

About Jarvis Vision Center

An optometry practice with a community-minded spirit, Jarvis Vision Center is a primary eye care provider

with a heavy emphasis on creating an exceptional patient experience and finding solutions for unique problems, founded by Dr. Reed Jarvis. Noted for their incredible appointment turnaround, they offer services including comprehensive eye exams, myopia management, and eye disease management. They also offer a range of eyewear, including specialty sports contact lenses.

For more information, please visit <https://www.jarvisvision.com/>

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### Jarvis Vision Center

*At Jarvis Vision Center in Murray, we believe in providing an exceptional patient experience and put in the work to ensure that you're taken care of while we provide lasting optometry solutions.*

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