

# Positive Eye Ons Unveils Innovative Dry Eye Campaign in West Hollywood, CA

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WEST HOLLYWOOD, CA -- Positive Eye Ons is taking a stand against dry eye syndrome with a new awareness campaign designed to educate and treat patients suffering from this common but often overlooked condition. The campaign highlights cutting-edge treatments now available at the practice, including LipiFlow, Intense Pulsed Light (IPL) Therapy, Specialty Eye Drops, and TempSure Envi, all tailored to provide lasting relief for patients in West Hollywood and beyond.

"Dry eye syndrome can significantly impact a person's quality of life, but with today's advanced treatment options, relief is within reach," said Dr. Ryan Stybel, OD, a leading optometrist at Positive Eye Ons. "This campaign is about more than treatment -- it's about empowering our community with knowledge and providing personalized solutions that address the root causes of dry eye."

Positive Eye Ons is known for combining a patient-centered approach with state-of-the-art technology, and their dry eye campaign builds on that reputation by emphasizing personalized care. From meibomian gland dysfunction to inflammation-driven dryness, their team is equipped to tackle the diverse causes of dry eye with targeted therapies.

Positive Eye Ons' dry eye campaign will feature a mix of patient education and advanced treatments designed to address the condition at its source. With options like LipiFlow, which uses thermal pulsation to unblock oil glands, and Intense Pulsed Light (IPL) Therapy to reduce inflammation, the practice can provide solutions for even the most persistent dry eye cases. Specialty Eye Drops are also offered for patients needing immediate symptom relief, while TempSure Envi, a non-invasive radiofrequency treatment, helps restore natural tear production.

According to the team at Positive Eye Ons, dry eye disease often goes untreated because many believe it is a normal part of aging or an unavoidable consequence of modern lifestyles. Effective treatments exist, and addressing the condition early can help prevent more serious complications.

"Dry eye is more than just a nuisance – it can lead to chronic discomfort and even damage to the surface of the eye if left untreated," said Dr. Stybel. "Our goal with this campaign is to break the cycle of discomfort and show patients there's hope. Whether it's a quick fix or a long-term management plan, we're here to help."

Patients will also benefit from Positive Eye Ons' holistic approach to care, which includes thorough evaluations to determine the underlying cause of symptoms. The practice's advanced diagnostic tools and customized treatment plans ensure that each patient receives tailored care that delivers lasting relief.

Positive Eye Ons is currently accepting appointments for dry eye assessments and treatment consultations. New and existing patients are encouraged to take the first step toward relief by calling their office or visiting their website.

To learn more about Positive Eye Ons' dry eye treatments or to schedule an appointment, visit [www.positiveeyeons.com](http://www.positiveeyeons.com) or call (310) 555-6789.

## About Positive Eye Ons

Positive Eye Ons is a locally owned optometry practice that offers patient-oriented, full-scope eye care to its patients in the Melrose, West Hollywood, and nearby neighborhoods. Their care is personable and tech-driven: their expert optometry team uses state-of-the-art equipment to ensure everything from the accuracy of a patient's vision prescription to how eyewear complements their fashion sense. Positive Eye Ons puts the patient first through its cutting-edge technology and the extra time it invests in each appointment to ensure that every need is met. Their goal is not to simply meet expectations but to exceed them.

For more information about Positive Eye Ons, please visit [www.positiveeyeons.com](http://www.positiveeyeons.com).

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## **Positive Eye Ons**

*Positive Eye Ons is a full scope eye care practice in West Hollywood, CA.*

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