

GoldenEye®

Eye Care Quick Guide

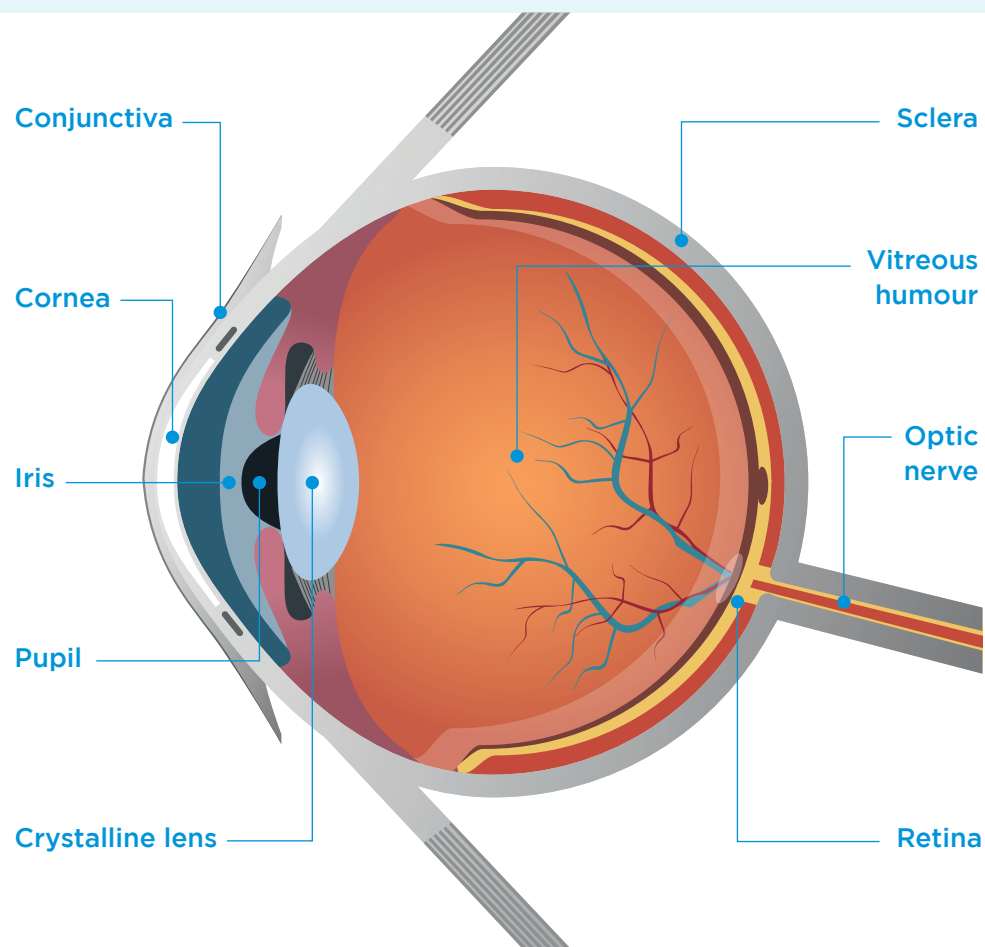


**Say goodbye
to minor eye
infections**

goldeneyecare.co.uk

The human eye is pretty incredible, and by far our most important sense. That's why general eye health and spotting common conditions is essential.

To understand how common conditions can affect eyes, it's important to understand the eye's structure and how it works:



Conjunctiva The transparent tissue that covers the outer surface of the eye. It lines the inside of the eyelids, beginning at the outer edge of the cornea, covering the visible part of the sclera.

Cornea Transparent, dome-shaped window covering the front of the eye, providing the eye's focusing power.

Iris The coloured part of the eye with a round opening in the middle called the pupil. Within the iris are tiny muscles that allow it to dilate and constrict the pupil size in response to changes in light levels.

Pupil Incoming light is controlled by the pupil, an opening within the iris. The pupil gets larger in dim light and smaller in bright light.

Sclera The white outer wall of the eye. A tough, fibrous tissue that extends from the cornea to the optic nerve.

Vitreous humour A clear jelly that fills the middle of the eye, composed of mainly water and comprises about 2/3 of the eye's volume, giving it form and shape.

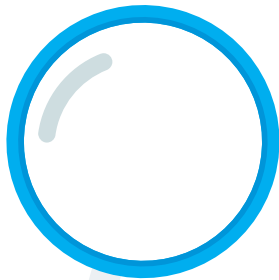
Crystalline lens Located just behind the iris. Its purpose is to fine-tune the focus of light onto the retina.

Optic nerve Passes visual information from the retina to the brain.

Retina The retina creates an image projected on its surface with help of the cornea and crystalline lens, and transforms it into nerve impulses sent to the brain.

Eye infections are quite common, and can be caused by:

- Contact with someone who's already got an eye infection
- Low immune system - for example when you have a cold or the flu
- Touching or rubbing your eyes when your fingers are not clean
- Wearing contact lenses and having poor lens hygiene



Conjunctivitis



Symptoms

- The white of your eye may look red or pink
- Eyelids may be inflamed and sore
- Eye may feel gritty and itchy
- White or yellow sticky discharge from your eye
- Eyelids may be stuck together in the morning
- Discharge on the eyelashes

Styes



Symptoms

- A painful lump on or inside the eyelid or around the eye
- The skin may be red, swollen and filled with yellow pus like a pimple
- Your eye may be red and watery but your vision should not be affected
- Feels painful or tender when you blink

Blepharitis



Symptoms

- Crusting, swelling and redness of the eyelids
- Eyes feel dry
- A gritty feeling and burning sensation in the eye
- Tiny flakes on the eyelids similar to fine dandruff
- Sensitivity to light
- Blurred vision
- Loss of eyelashes or ingrown eyelashes
- Styes
- Small ulcers on the eyelids

The science - How does it work?

Golden Eye® stops bacteria from growing and multiplying, controlling the numbers causing the eye infection and helping to relieve symptoms. The remaining bacteria die or are killed by the body's immune system.



Can be used for all ages including children and babies

Your treatment for:

- Bacterial Conjunctivitis
- Blepharitis



Can be used for adults and children aged 2 years and over

Your preservative-free treatment for

- Acute Bacterial Conjunctivitis

Rigorous hygienic measures should also be put in place.

- Contact lenses and eye makeup should not be worn until the eye infection has subsided
- Towels and face flannels should not be shared with others

Golden Eye® products are effective for treating superficial eye infections and should be used in a timely manner to reduce the risk of an infection becoming more serious."

Pharmacist, Sultan Dajani



Download your Training Guide from our website

Hayfever, allergies and dry eye syndrome

Community Pharmacist, Mr. Gurpreet Kular says:

"Allergies are common, affecting 1 in 4 people¹ at some point in their lives. Often, a symptom of an allergen, our eyes are on the battlefield with itchy, red, swollen, gritty and dry; just a few words used for how eyes feel when allergies hit."

1 - <https://www.nhs.uk/conditions/allergies/>

Golden Eye® is not a treatment for allergic conjunctivitis or dry eye syndrome

Allergic conjunctivitis Dry eye syndrome

Allergic conjunctivitis can be treated with eye drops containing antihistamines.

The temptation is to rub the eyes to provide relief but that can create more problems for the eye.

Common symptoms include:

- Red eyes
- Eyes feel itchy
- Watery eyes

Rubbing or touching eyes leaves them open to the possibility of further eye problems or infections such as styes, conjunctivitis or blepharitis.

Dry eye syndrome is a common condition affecting 15-33% of those aged over 65 years. Prevalence increases with age and occurs when insufficient tears are produced.

Common symptoms include:

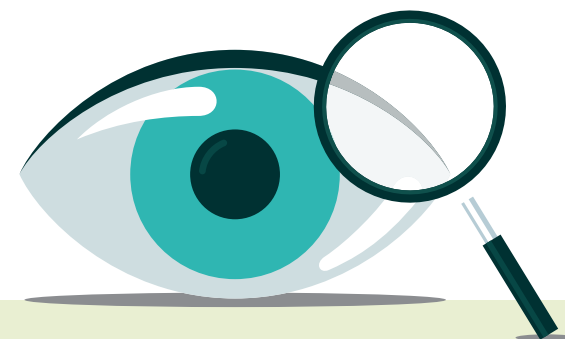
- A sandy-gritty irritation
- Feeling of dryness
- A stinging or burning sensation
- Itchy, red or tired eyes
- A feeling that there may be dust in the eye

There is no cure for dry eye syndrome. Treatments include artificial tears and lubricating eye ointments to soothe and lubricate the eye.

Golden rules of eye care for your customers



Self-care for your customer's eyes will help prevent infection. More information for you and your customers can be found at goldeneyecare.co.uk



1 Clean your hands

Avoid touching your eyes with dirty hands. This will reduce the risk of you getting an eye infection.



2 Don't rub your eyes

Try to avoid rubbing or scratching your eyes as this can lead to an eye infection.



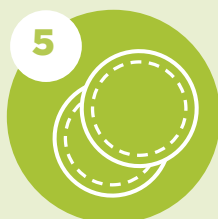
3 Soothing your eyes

A cold compress may soothe your eyes. A clean damp flannel that has been submerged in very cool water is ideal.



4 Eye strain

You can help prevent eye strain and rest your eye muscles by giving them regular breaks from looking at the same object, like a computer screen.



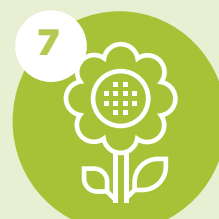
5 Cleaning your eyes

Any eye discharge should be gently cleaned from the area. Use a separate cotton wool pad soaked in water for each eye. Always wipe from the corner of the eye (nearest the nose) outwards to prevent cross-contamination.



6 Contact lenses

Take care when inserting and removing contact lenses. Always follow your optician's instructions for cleaning them and avoid wearing them for long periods of time. Take them out before sleep and always wash your hands.



7 Avoid triggers

If your eye discomfort is triggered by allergies for example, try to avoid the cause of your allergic reaction. Common triggers include fur, dust, pollen and certain foods.



8 Eye tests every two years

You should have more frequent tests if you have diabetes and are over 40, a family history of eye conditions, over the age of 70 (and don't have diabetes or a family history problems) or if you have existing issues with your vision.

Test your knowledge

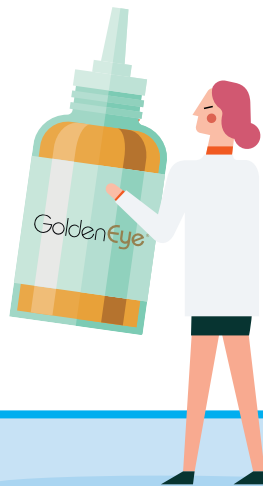
1 Which of the following can cause bacterial conjunctivitis?



- Touching or rubbing your eyes when your fingers are not clean.
- Wearing contact lenses and having poor lens hygiene.
- Low immune system - for example when you have a cold or the flu.
- All of these.

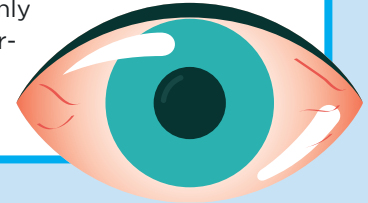
2 What is the active ingredient in Golden Eye® Eye Drops?

- Chloramphenicol
- Sodium hyaluronate
- Propamidine Isetionate



3 Which of the following statements is TRUE?

- Treatment for a bacterial eye infection is available on the shelf for a customer to pick up themselves.
- Treatment for a bacterial eye infection is only available over-the-counter.



4 How many days after opening can Golden Eye Drops be used for?

- 5 days
- 15 days
- 28 days
- 100 days



5 Can dry eye syndrome be cured?

- Yes
- No



GoldenEye®



Golden Eye 0.1% w/v Drops Solution (propamidine isetonate)
PL16794/0010. Indications: For the treatment of minor eye infections.
Legal Category P.

Golden Eye 1% w/w Antibiotic Ointment (chloramphenicol)
PL18956/0009. Indications: For the treatment of acute bacterial
conjunctivitis. Legal Category P.

PLH address: Cambridge Healthcare Supplies Ltd. NR18 9SB.

For full product information, consult the summary of product
characteristics for side-effects, precautions and contra-indications
at www.goldeneyecare.co.uk.

Adverse events should be reported. Reporting forms and
information can be found at: www.mhra.gov.uk/yellowcard or contact
our Medical Information Department on Tel: 0330 1359 434 or
Email: medinfo@cambridgehealthcare.co.uk.



Download your Training Guide from our website

Test your knowledge answers:

1 All of the above. **2** Propamidine Isetonate. **3** Treatment for a bacterial
eye infection is only available over-the-counter. **4** 28 days. **5** No