

AB Max™ Marketing Support Package

Grafton Optical is committed to providing the support needed to ensure that your AB Max™ purchase is marketed to your customers as effectively as possible.

The AB Max™ Starter Pack is supplied with

- AB Max™ with Charging Unit
- AB Max™ Procedure Packs (to treat 5 patients)
- Demodex mite model
- Anatomical eyelid model
- Patient Information Leaflets

Other digital marketing assets that we can provide are listed below. Assets can be personalised with your company or practice details and re-sized as necessary on request.

- Dry Eye questionnaire flyers
- Web banners & animated GIFs
- Demodex information flyers
- Practice posters
- Print adverts for press

Patient Information Leaflets



WHAT WILL HAPPEN DURING MY AB MAX™ TREATMENT?

After attaching a sterile AB Max™ cleaning tip and soaking for 10-15 seconds in a liquid lid scrub solution, your Optician will press the power button to start your treatment.

The spinning micro sponge will be applied to your upper or lower lid margin in forward mode, cleaning the entire width of the lid for 20-30 seconds. The device will switch to reverse mode and the process will be repeated for another 20-30 seconds.

Finally the device will switch to pulse mode to gently massage the length of the lid margin for a final 20-30 seconds. The AB Max™ Tip will be removed and a new sterile tip attached to treat the second eye.

AB Max

Blepharitis accounts for 1 in 20 eye problems reported to GPs*

Blepharitis causes eyelids to become red, swollen and inflamed. There are two main types of blepharitis; anterior and posterior.

Anterior Blepharitis is inflammation of the outer eyelid margin, including the eyelashes. The most common causes of Anterior Blepharitis are bacteria, scalp dandruff, and Demodex mite infestations.

COMMON SYMPTOMS YOU MAY HAVE

- Crusty or sticky eyes when you wake
- Burning or stinging sensation
- Watery, red or itchy eyes
- Red, swollen eyelids
- Foreign body sensation
- Eyelids appear greasy or oily
- Flaking of the skin around the eyes
- Eyelashes that grow abnormally or fall out

AB Max

ADVANCED TREATMENT FOR BLEPHARITIS

MORE COMFORTABLE TREATMENT
AFFORDABLE SESSION COSTS
BETTER OUTCOMES

Blepharitis is more common in people over the age of 50, but anyone can develop it. This is often because the glands that make tears get less effective as you get older.

It is also more common in people who have skin conditions such as eczema and acne, and those with allergic diseases such as asthma.

Staphylococcus bacteria is commonly found on the face and eyelids. If they become excessive or the lid area reacts poorly to their presence an infection can occur.

AB Max™ is performed by a trained professional using a sterile sponge cleaning tip, scrubbing forward, reverse and pulse to actively treat the lid margin.

The AB Max™ handpiece gently massages the area around the lid margins, providing a more comfortable treatment experience and reduce or alleviate your symptoms.

Treatments are usually repeated at intervals depending on the severity of the condition. After a few treatments patients start to experience more of their own tears and the chronic irritating symptoms caused by Anterior Blepharitis will be reduced or alleviated.

* Blepharitis, NHS Choices

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Questionnaire Flyers and Demodex Leaflets

Do you suffer from Dr. **AB Max™** ADVANCED CLEANING TREATMENT ANTERIOR BLEPHARITIS

FEEL THE POWER OF THE PULSE

AB Max™ is a professional cleaning procedure performed by your optician to gently and thoroughly remove bacteria and debris from your eyelid margins, to actively treat Anterior Blepharitis.

MORE COMFORTABLE TREATMENT
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How often you experienced any of the following during the last week?	Always	Mostly	Half of the time	Sometimes
1. Eyes that are sensitive to light?	4	3	2	1
2. Eyes that feel gritty?	4	3	2	1
3. Painful or sore eyes?	4	3	2	1
4. Blurred vision?	4	3	2	1
5. Poor vision?	4	3	2	1

Have problems with your eyes limited you in performing any of the following during the last week?	Always	Mostly	Half of the time	Sometimes
6. Reading?	4	3	2	1
7. Driving at night?	4	3	2	1
8. Working with a computer?	4	3	2	1
9. Watching TV?	4	3	2	1

Have your eyes felt uncomfortable in any of the following situations during the last week?	Always	Mostly	Half of the time	Sometimes
10. Windy conditions?	4	3	2	1
11. Places or areas with low humidity?	4	3	2	1
12. Areas that are air conditioned?	4	3	2	1

Add up your score and see where you fall on the 1-30 scale.

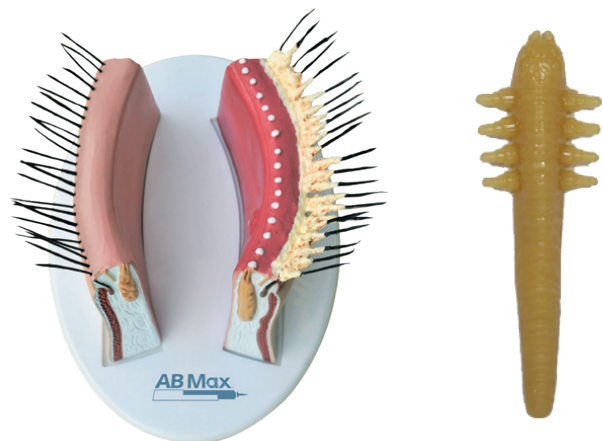
Normal 0 5 10 15 20 25 30 Moderate



Practice posters and print adverts for press



Anatomical Eyelid and Demodex Mite Models



Grafton Optical will supply you with a marketing starter pack, containing patient information leaflets, anatomical eyelid and demodex mite models when you make your AB Max™ purchase. Additional items can be purchased as required. Digital assets can be personalised and provided free of charge.