

MED TECH

OUTLOOK

OPHTHALMIC
EDITION

I-MED Pharma

INSPIRING A
NEW ERA OF
INNOVATION
IN DRY EYE
DIAGNOSIS &
MANAGEMENT

PHILIPP BINDER,
PRESIDENT AND
CHIEF OPERATIONS OFFICER

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Ocular surface disorders (OSDs) typically indicate damage to the surface layers of the eye, namely the cornea, conjunctiva, eyelids, and lacrimal glands, causing irritation, redness, and inflammation of the eye, among other symptoms. OSDs include conditions like Dry Eye Disease (DED), Blepharitis, and Meibomian Gland Dysfunction (MGD), and affect more than 30 million people in the United States today. Reports suggest that the pandemic has also significantly furthered the risk of inducing or exacerbating OSDs, as remotization has drastically increased the time people spend in front of their screens.

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Fueling the growing awareness and education around the field of OSDs, Canadian medical device company I-MED Pharma, is positioned to dominate the dry eye market with their uniquely formulated line of ocular surface disease diagnostics and treatments. Specializing in dry eye diagnosis and management, the company provides a comprehensive offering that includes viscoadaptive, preservative-free artificial tears, ocular hygiene cleansers, therapeutic accessories, nutritional supplements, punctum plugs, state-of-the-art diagnostic tools, and IRPL® treatment solutions.

In 2020, I-MED Pharma developed I-DROP® MGD, a premium, preservative-free, artificial tear formulated with dissolved lipids and hyaluronic acid to relieve symptoms associated with evaporative dry eye. It is the most advanced eye drop on the market for hydrating and lubricating the cornea. That same year, I-DEFENCE®, a long-lasting, lubricating night-time ointment for chronic dry eye and lagophthalmos was also introduced into the market. The company also launched the revolutionary device, E>Eye, the first medical device in the world using patented IRPL® (Intense Regulated Pulsed Light) technology, specifically designed for the treatment of dry eyes due to MGD.

“We received great exposure and feedback for our I-DROP® MGD, both from eye care professionals and patients internationally. Our innovative eye drops stand out from other competitive eye drops due to their viscoadaptive properties, as well as the presence of superior hydrating, osmoprotectant and bioprotectant ingredients that also help to supplement and stabilize the lipid layer of the tear film.” says Philipp Binder, President and Chief Operations Officer of I-MED Pharma.

Adding on to its extensive lid hygiene product portfolio, the company recently launched their I-LID 'N LASH® HOCL CLEANSING SPRAY, a convenient ocular cleansing and hydrating spray formulated with pure hypochlorous acid (HOCl) for optimal lid and lash health. HOCl is a biocide produced naturally by white blood cells within the body, eliminating pathogens while remaining inherently harmless to the human body. FDA approved for use in wound healing, HOCl is a widely used disinfectant in the healthcare and medical field due to its gentleness and efficacy in destroying bacteria, viruses, spores, and fungi.

While HOCl is an active ingredient in many disinfectants and antiseptics, what makes I-LID 'N LASH® HOCL CLEANSING SPRAY unique is the fact that it is tailor-made for dry eye disease and ocular health. It is all-natural, chemical-free, and non-toxic, which has garnered great feedback from eye care professionals and is specially



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formulated to regulate bacterial overload in disorders such as blepharitis, MGD, demodex, and dry eye.

For the road ahead, I-MED Pharma is focusing on directing their research towards the different facets of dry eye disease in order to provide effective, long-lasting solutions for ECPs to offer to their patients. Addressing the industry demand, the company is now focused on launching an eye makeup remover formulated specifically for dry eye patients. This new alcohol-free makeup remover, unlike regular removers, does not cause dehydration, which can be detrimental for dry eye patients. Going forward, the company also intends to expand their footprint geographically with the goal to dominate the global dry eye market with a value proposition that offers high quality products at an affordable price. “We see a huge opportunity launching into the US and have attained the required product registration with the FDA,” concludes Binder on preparing to take the company’s product portfolio into the US market. 



I-MED Pharma



The annual listing of 10 companies that are at the forefront of providing Ophthalmic Device solutions and impacting the industry