



Email Pitch for Dry Eye Campaign

Subject: Doctors Say Essential Fatty Acids Can Improve Dry Eye Syndrome

Hello [reporter's name],

Spring is on its way and even though warmer weather is in our future, many Americans will continue to suffer discomfort associated with dry eye, including irritated or gritty eyes, redness, burning, blurred vision and even excessive watering.

Dry eye can be caused by a number of factors, including age, environment, medications and cosmetics but new studies show promising improvements in terms of providing relief for dry eye sufferers. According to doctors, omega-3 fatty acids can help improve dry eye by reducing inflammation, enhancing tear production and supporting the eye's oily outer layer.

For more information on how to reduce the symptoms associated with dry eye, I have included the full news release below. Also, if you are interested in speaking with Dr. [Name], [Title], please let me know and I will arrange an interview.

Best,

[Name]

[Contact Information]