



2012 Dry Eye Affiliate Campaign: Social Media Posts

FACEBOOK

- DID YOU KNOW? Tears not only wash away dust from the eyes, but also soothe the eyes, provide oxygen and nutrients to the cornea, as well as help defend against eye infections by removing bacteria. [LINK TO PRESS RELEASE]
- Even though spring weather brings warmer, humid air, millions of Americans still experience discomfort associated with dry eye syndrome, a condition where the tears produced by the eyes lack sufficient moisture and lubrication. [LINK TO PRESS RELEASE]
- THE DOCTOR IS IN: “People with dry eye can experience a variety of symptoms,” said Dr. **NAME**. “The frequency and severity varies but may include irritated or gritty eyes, redness, burning, a feeling that something is in your eyes, blurred vision and even excessive watering.” [LINK TO PRESS RELEASE]
- THE DOCTOR IS IN: “Nutrition plays a big role in a person’s overall health, including their vision,” said Dr. **NAME**. “Eating healthy by adding the benefits of omega-3 fatty acids found in fish and nutritional supplements may play a role in preventing or easing the discomfort of dry eye.” [LINK TO PRESS RELEASE]
- Dry eye syndrome can result when one or more of the eye’s layers fail to produce the right quantity or balance of tears. This condition has a multitude of causes but generally can stem from age, gender, medications, medical conditions, environment, eyewear/eye surgery and/or cosmetics. [LINK TO RELEASE]
- DID YOU KNOW? As Americans age, eyes naturally become drier. Consequently, the majority of people over 65 experience some symptoms of dry eye. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Women are more likely to develop dry eye with hormonal changes during pregnancy, while using oral contraceptives and following menopause. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Medications like decongestants, antihistamines and antidepressants can reduce tear production, causing dry eye. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Health issues associated with arthritis, diabetes, Sjögren’s syndrome and thyroid problems can produce dry eye symptoms. [LINK TO PRESS RELEASE]



- DID YOU KNOW? Dry climates and exposure to wind and smoke may trigger dry eye. It's also important to blink regularly, especially if you work at a computer for long periods of time. [LINK TO PRESS RELEASE]
- DID YOU KNOW? In some cases, long-term wearing of contact lenses may cause dry eye (or make eyes uncomfortable if they are dry), and previous eye surgery, such as LASIK, may lead to a temporary decrease in tear production. [LINK TO PRESS RELEASE]
- DID YOU KNOW? When the lid margin of the eye is coated with heavy makeup, it can block the openings of the oily glands, which help lubricate the eye. [LINK TO PRESS RELEASE]
- Treatment for dry eye syndrome varies depending on the severity. Some people can use artificial tears or similar eye drops or ointments that simulate the action of tears. There are also oral capsules that may help the eyes maintain tear production and guard against future tear loss. [LINK TO PRESS RELEASE]
- DID YOU KNOW? According to eye doctors, some over-the-counter eye drops will actually have an adverse effect on dry eye symptoms. [LINK TO PRESS RELEASE]
- Studies have confirmed the correlation between fatty acids and an improvement in dry eye syndrome. Salmon, tuna, herring, mackerel and other cold-water fish are rich in omega-3 fatty acids and can help reduce inflammation, enhance tear production and provide other health benefits for your cardiovascular, immune and nervous systems. [LINK TO PRESS RELEASE]

TWITTER

- Tears wash dust from eyes, soothe them, provide oxygen and nutrients to the cornea and help defend against eye infections [TINY URL]
- Spring weather brings warmer, humid air, but millions still experience discomfort associated with dry eye syndrome [TINY URL]
- **Dr. NAME** says, "People with dry eye can experience irritated or gritty eyes, redness, burning or blurred vision [TINY URL]
- Dry eye syndrome can result when one or more of the eye's layers fail to produce the right quantity or balance of tears [TINY URL]



- Dry eye can stem from age, gender, medications, medical conditions, environment, eyewear/surgery and/or cosmetics [TINY URL]
- **Dr. NAME** says, “Nutrition plays a big role in a person’s overall health, including their vision.” [TINY URL]
- As we age, eyes naturally become drier. Consequently, the majority of people 65+ experience some symptoms of dry eye [TINY URL]
- Women are more likely to develop dry eye with hormonal changes during pregnancy and following menopause [TINY URL]
- Medications like decongestants, antihistamines and antidepressants can reduce tear production, causing a dry eye condition [TINY URL]
- Health issues associated with arthritis, diabetes, Sjögren’s syndrome and thyroid problems can produce dry eye symptoms [TINY URL]
- Dry climates and exposure to wind and smoke may trigger dry eye [TINY URL]
- It’s important to blink regularly, especially if you work at a computer for long periods of time to prevent dry eye [TINY URL]
- According to eye doctors, some over-the-counter eye drops will actually have an adverse effect on dry eye symptoms [TINY URL]
- Several studies have confirmed the correlation between fatty acids and an improvement in dry eye syndrome [TINY URL]
- Salmon, tuna, herring, mackerel and other cold-water fish are rich in omega-3 fatty acids and may help prevent dry eye [TINY URL]
- Doctors can recommend oral capsules that may help the eyes maintain tear production and guard against future tear loss [TINY URL]

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