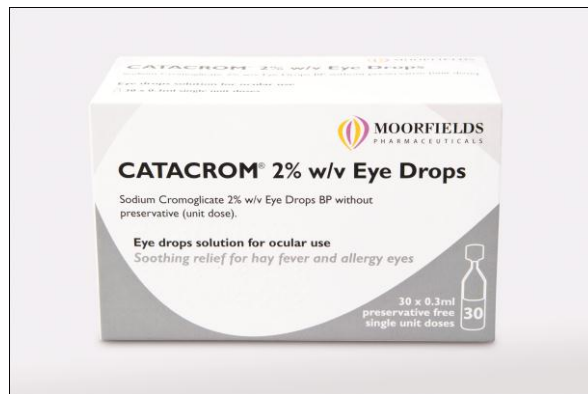


MOORFIELDS PHARMACEUTICALS

PRESERVATIVE-FREE EYE DROP OFFERS RELIEF FOR ALLERGIC CONJUNCTIVITIS.

Allergies are not just confined to the summer months as highlighted by Octobers Indoor Allergy Week. Moorfields Pharmaceuticals has launched CATA Crom®[®], a preservative-free eye drop for the prevention and treatment of allergic conjunctivitis.

CATA Crom®[®] is Sodium Cromoglicate, in a new single-unit dose format with no added preservatives. Sodium Cromoglicate is a mast cell stabiliser which in eye drop form is the tried and tested 'first line' treatment for allergic eye disease. CATA Crom®[®] offers this established therapy with the additional advantage that symptoms will not be exacerbated by preservatives which are often used in multi-dose formats.



CATA Crom®[®] has the added benefit of helping the many people who suffer with all year round (perennial) allergic conjunctivitis brought on by house dust mites, pet fur and even allergic reactions from contact with substances such as cosmetics.

CATA Crom®[®] is equally effective as a prophylaxis, but treatment should be started before the patient is exposed to the allergen. It has minimal side effects and is suitable to be used by children, as well as users of gas permeable and rigid contact lenses.



This is the most recent product launch from Moorfields Pharmaceuticals, a division of the renowned Moorfields Eye Hospital. Moorfields Pharmaceuticals is developing a portfolio of ophthalmic licenced medicines, as well as specials, which are widely trusted by ophthalmologists in the UK. The company has pioneered innovative presentations, such as the single-dose, preservative-free formats used for CATACROM®.

CATACROM® can be ordered through pharmaceutical wholesalers.

ABOUT ALLERGIC CONJUNCTIVITIS

- Symptoms of allergic conjunctivitis are itching, burning, watering, redness of the eye and puffiness of the eye lids.
- Both eyes are usually affected at the same time with seasonal and perennial allergic conjunctivitis.
- Contact allergic conjunctivitis may be accompanied by a rash on the eyelids.
- The most important treatment for allergic conjunctivitis is to keep away from what is causing the allergy.
- Keeping doors and windows closed normally helps. A cold compress may also help to relieve sore eyes.
- Anti-allergy eye drops, such as Sodium Cromoglicate can help to treat mild to moderate symptoms.

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