



Press Release

For Immediate Release

A NEW SOLUTION TO RELIEVE IRRITATED EYES

OPTIQUE 1 IS NOW AVAILABLE IN CANADA

Saint-Bruno-de-Montarville, August 20, 2019 - Swimming, hay fever, long hours spent in front of screens: there are numerous causes of minor eye irritation. Boiron Canada is proud to announce the launch of **Optique 1**, a multi-symptom formula for the relief of minor eye irritation. Now available across Canada, for a suggested retail price of \$14.99, Optique 1 is a solution for those wishing a different approach to selfcare.



Optique 1: a homeopathic medicine to relieve minor eye irritation such as dryness, burning sensation, redness or itching due to allergies or pollution (ragweed, pollen, dust, smoke), fatigue, eye strain or swimming.

A natural health product for adults and children over 1 year old, Optique 1 eye drops are available in 30 sterile single-doses. This handy dose format allows you to always have Optique 1 in your purse, briefcase or beach bag.

Optique 1 helps relieve the symptoms of eyestrain caused by screens

The digital world plays an important role in our society and it is now difficult not to use computers, tablets, smart phones and screens of all kinds, not to mention the popularity of video games.

In short, the hours spent in front of screens cause eye strain, also known as computer vision syndrome and digital eye strain by optometrists. Optique 1 relieves eye irritation due to sustained visual effort.

For information on Optique 1, Boiron Canada and homeopathy, visit www.boiron.ca

About Boiron Group and Boiron Canada

For over 85 years, Boiron, a French pharmaceutical company, invites healthcare practitioners and consumers to discover homeopathy and use it in their daily lives. Today, the Boiron group has 3 700 employees, 21 subsidiaries and 4 production sites, and its medicines are distributed in 50 countries. For over 30 years, Boiron Canada is proud to provide Canadians with simple and effective solutions for self-medication to ensure the health of their entire family.

Source : Boiron Canada

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