

VISTA collaborates with Alcon Malaysia & Tigas Pharmacy to raise awareness on dry eyes

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VISTA in collaboration with Alcon Malaysia and Tigas Pharmacy will be discussing the complete management of Dry Eyes Disease.

The poster is for a Facebook Live webinar titled "Bye bye DRY EYE". The main text reads "Learn about the Complete Dry Eye Management & Nutrition for Good Eye Health". The event is scheduled for "28.7.20 | Tue | 8.30 - 10pm" and is a "LIVE" event by "Alcon Malaysia". A "GIVEAWAY" of "200 Sets Dry Eye Kit" is offered. The speakers are: Dr. Calvin Lim (Consultant Ophthalmologist, Cataract & Refractive Surgeon), Emily Lim (Actress & Nutritionist), Lim Jack Shen (Pharmacist), and Lim Kang Ye (Optometrist, Moderator). The organizers are VISTA (眼科 eye specialist) and the partners are Alcon and Tigas (FARMASI).

Malaysia based VISTA Eye Specialist (VISTA), in collaboration with Alcon Malaysia and Tigas Pharmacy will be sharing via a Facebook Live Webinar on 28 July 2020, 8.30 pm titled 'Bye Bye Dry Eyes' discussing the complete management of Dry Eyes Disease (Dry Eye) and nutrition required for healthy eyes. A rising issue worldwide and more prevalent in Asian countries compared to western countries, dry eye occurs in rates from 5% to 50%, but can be as high as 75% in some parts of the world.

Dr. Calvin Lim from VISTA said, "In this era of digitalization, especially since the COVID-19 lockdown, we see more patients with dry eyes due to various reasons, including increasing screen-time from using their mobile phone and laptop due to working from home, personal habits, the environment and health of the patient."

Despite the increase in the number of dry eye patients, very little is known about the disease publicly. It is often linked to fatigue or 'heatiness', among others. Much less is also known about what problems dry eyes can actually cause and also how it impacts a patient.

Despite the Movement Control Order, VISTA continues to raise awareness of eye health and has conducted over 50 Webinars since April, reaching a total of over 250,000 viewers, including recent events with the Star, Sin Chew Daily and

China Press, three major daily newspapers in Malaysia.