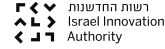




BlinkAid

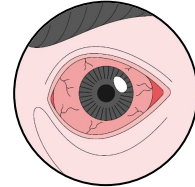
dry eyes relief in a blink



A well-known myth tells a story of how NASA invested millions in developing a pen for writing in space, whereas the Soviet Union's astronauts used pencils to overcome the zero gravity challenges; merely a colorful representation of how at times, the path to overcoming a complex problem needs not include curing its causes.

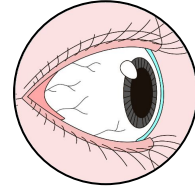
Overview

BlinkAid is an Israeli startup working to alleviate **“Dry Eye Symptoms” (DES)**. We developed a POC, obtained the IIA incubator grant and are now developing a novel transdermal stimulation technology that will bring relief to hundreds of millions worldwide.



Problem

The sole protection of the ocular surface is provided by the tears. **The blinking action** mechanically spreads a fresh layer of such protective coating over the corneal. It is when this thin and transparent coating breaks, that dry eye symptoms start to occur.



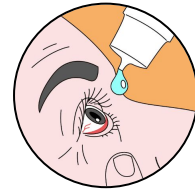
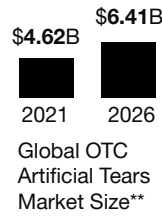
Patients

Long hours spent in front of **computer screen** are correlated with dry eye symptoms, with 80% and more of offices' employees reporting ocular discomfort. Specifically, **people blink less frequently** when visually concentrated.



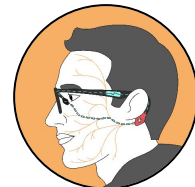
The Need

Dry Eye causes stinging and burning sensations and is currently treated with **artificial eye drops** by default. **340M** people (2018*) suffering from these symptoms need a more effective treatment options.



Solution

BlinkAid takes a novel approach; monitoring and compensating for any blink deficiencies with high resolution transdermal nerve stimulation to evoke a pure blink reaction automatically. The device is a wearable unit that can be integrated onto eyeglasses.



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