

**FOR IMMEDIATE RELEASE**

**For more information:**

Sarah Hecker  
Prevent Blindness  
Phone: (312) 363-6035  
[shecker@preventblindness.org](mailto:shecker@preventblindness.org)

Courtney Ahrens  
OCuSOFT Inc.  
Phone: (800) 233-5469  
[cahrens@ocusoft.com](mailto:cahrens@ocusoft.com)

## **OCuSOFT, Inc. Partners with Prevent Blindness to Provide Support for Sight-saving Efforts, Programs**

**CHICAGO (March 21, 2016)** – [Prevent Blindness](http://www.preventblindness.org), the nation's oldest volunteer eye health and safety organization, is pleased to announce the support of [OCuSOFT® Inc.](http://www.ocusoft.com), a privately-held eye and skin care company with an established reputation for innovation in eyelid hygiene and ocular health.

Because women are at significantly greater risk of blindness or visual impairment than men, the company will donate 10 percent of its gross monthly online sales from [www.ocusoft.com](http://www.ocusoft.com), to Prevent Blindness during April's Women's Eye Health and Safety Awareness Month. The donation will go to support "[See Jane See: Women's Healthy Eyes Now](http://www.preventblindness.org/see-jane-see)," a web-based educational campaign dedicated solely to women's vision health that includes free information and downloadable tip sheets created specifically for women on a variety of issues across the age spectrum. Information will also include symptoms, causes and treatment options for a variety of conditions.

"Through the generous support of companies like OCUsoft, we are able to continue our important work of helping to educate the public on the importance of healthy vision as well to help provide connections to care for those in need," said Hugh R. Parry, president and CEO of Prevent Blindness. "We thank OCUsoft for helping us to continue this sight-saving work."

Cynthia L. Barratt, co-founder and President/CEO of OCUsoft, Inc. stated, "As one of the few women-owned pharmaceutical companies, we are honored and grateful for the opportunity to be a part of this initiative. Since 1986, OCUsoft's commitment to eye care and to giving back to the community is unparalleled. OCUsoft, most recognized for its number 1 doctor recommended brand of eyelid cleansers, is dedicated to addressing clinical needs with innovative ophthalmic products with the ultimate goal of improving patients' ocular health and their quality of life."

For more information on women's eye health, the See Jane See program, or other eye health and safety topics, please call Prevent Blindness at (800) 331-2020 or visit [www.preventblindness.org](http://www.preventblindness.org). For more information on OCUsoft and its products, please visit [www.ocusoft.com](http://www.ocusoft.com).

**About Prevent Blindness**

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at [preventblindness.org](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

**About OCuSOFT, Inc.**

OCuSOFT, Inc. is a privately-held Richmond, TX USA-based ophthalmic research, development and supply company with an established reputation for innovation, particularly in the area of Ocular Surface Disease (OSD). Since 1986, OCuSOFT® served the ophthalmic industry with a unique selection of proprietary brands. A pioneer in ophthalmology, OCuSOFT® introduced the first eyelid cleanser, the first topical anesthetic gel, the first “leave-on” antibacterial eyelid cleaner, the first supplement to enhance botulinum toxin injections and the first fourth generation preservative-free ophthalmic emulsion eye drop. Today, the company is most recognized for its *#1 Doctor Recommended Brand of Eyelid Cleansers*, OCuSOFT® Lid Scrub®, in addition to its standing as the preferred distributor of ophthalmic products and supplies by eye care professionals. For more information, please call 800-233-5469 or visit [www.ocusoft.com](http://www.ocusoft.com).

###