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Two Strong Women at EuroEyes



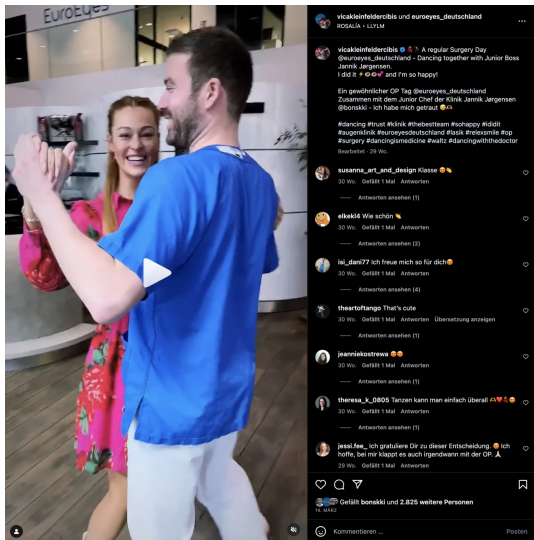
EuroEyes has appointed two new Vice Presidents who will take up their new roles from the 1st of October. Ms Eva Serwotka will be the Vice President of EuroEyes Germany & Europe and Ms Jessica Xu will be the Vice President of EuroEyes China. Both women are strong leaders who have been with EuroEyes for many years and have excelled in all areas of the company.

Ms Serwotka has been working for EuroEyes since 2007 and has been the head nurse of EuroEyes Germany since 2013. Since 2022 she is a certified hygiene officer for EuroEyes Germany and is also the internal quality management officer of EuroEyes.

Ms Jessica Xu has been working as the head nurse of EuroEyes China since 2012 and was significantly involved in setting up the EuroEyes clinics in China.

We congratulate Ms Serwotka and Ms Xu on their new positions and thank them for their tireless commitment to EuroEyes. We look forward to continuing to work with them and the entire EuroEyes team worldwide! We are proud of what we have achieved together and will continue to give our best for our patients!

Cooperation with Influencers at EuroEyes



EuroEyes always offers the latest treatment methods in order to make a spectacle-free life possible. This is reflected in the fact that people from public life also visit EuroEyes to follow this journey with the best possible partner at their side.

In 2022 and 2023, numerous well-known personalities and influencers have opted for EuroEyes, such as:

Daniel Grieder (CEO Hugo Boss Group), Victoria Kleinfelder-Cibis (professional dancer known from TV-show "Let's Dance"), Afu Thomas Derksen (influencer and YouTube-Star) as well as many others.

Especially well-known personalities from the social media sector, so-called influencers, help to guide people through the treatment process by their close accompaniment and documentation on their channels and thus reduce doubts.

Celebrities can report their excellent experience first-hand, as Thomas Gottschalk, Ina Mueller and many others have done in the past, helping to dispel any doubts others may have about a possible treatment. We are very thankful for this added value.

TikTok

Instagram

Facebook

Review clinic winning team for 1H:2023



Once again so many patients have given us positive and enthusiastic reviews on Trustpilot and Google. We are particularly pleased that our patients so often report how much their quality of life has improved as a result of laser eye surgery and lens implantation, and that they can now experience and enjoy life in a whole new way.

In the first half of 2023, we received 178 positive ratings with 5 and 4 stars. This positive feedback is special incentive for our teams to continue to give the best for our patients.

With 33 top ratings in the first half of 2023, our flagship clinic in Hamburg leads the way, followed by Düsseldorf with 25 top ratings and Hanover with 21 top ratings.

Congratulations to our top performing clinics.

We thank all our patients for their trust and these great ratings! And of course we would also like to thank the clinics for your tireless efforts on behalf of the patients!

[Reviews on trustpilot](#)

Over 12 Million views on TikTok



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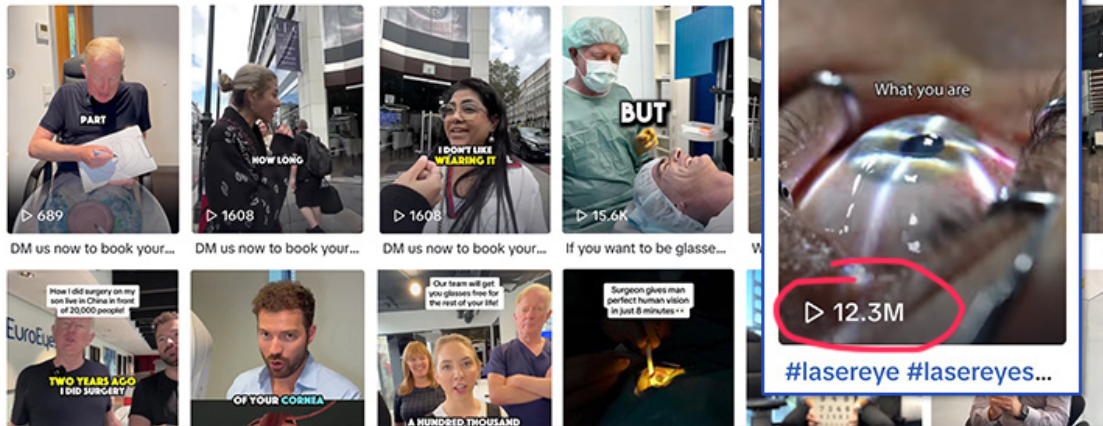
Laser Eye Clinic London

Folgen

0 Folge ich 9965 Follower 1M Likes

We will permanently get rid of your glasses!
Book your free consultation

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12 Million views! Did you see that?

After only a short time, over 12 million people have already watched our TikTok videos. We are continuously working to better understand our media channels to produce more relevant content and add value for users. Apparently, there is enough interest in vision correction and laser eye treatments.

[Click for TikTok Content](#)



Treatment of Myopic Patients 45+

Managing Myopia in Presbyopic patients (45+)

By age 21, around 90% of myopes having stopped progressing and only 20% of adults progress by more than 1D across their 20s. Therefore, it is safe to assume the risk of myopia progression in your patient in their 40s or 50s is quite small.

Does Myopia progress in Adults?

Scientific papers have not shown any myopia progression in presbyopic adults, except that due to ocular or systemic disease:

- Nuclear cataract can cause myopic shifts.
- Diabetes can cause myopic shifts.

Risk Factors

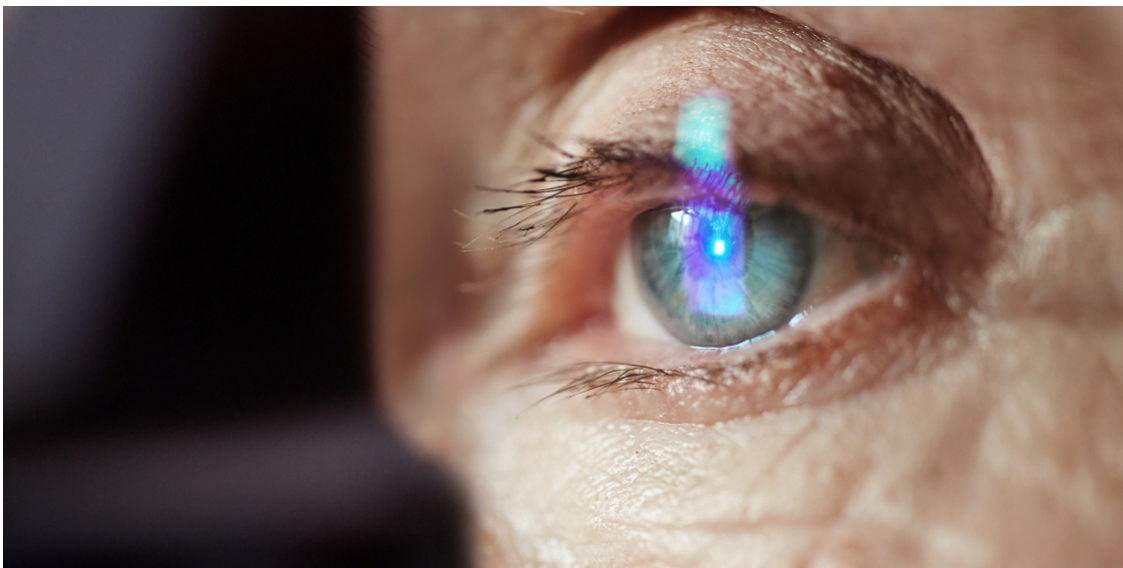
The most common associated risk factor with pre-presbyopic adult myopia progression is excessive near work.

Myopes, especially those with low myopia, may tend towards self-treating presbyopia by simply removing their glasses. However, for situations that demand multiple clear focal points, such as driving, looking at a phone while watching TV, or shopping, patients may develop problems quickly.

Presbyopic patients today can be treated by Laser Vision Correction (Presbyond) or Multifocal lens implantations to comfortably fulfil all of their tasks seeing near, intermediate and far without glasses.

Treatment method

Risidual Refractive Errors and their Treatments



Along with laser and lens procedures, refractive surgery is one of the safest procedures in surgical medicine. For our patients, extraordinarily successful

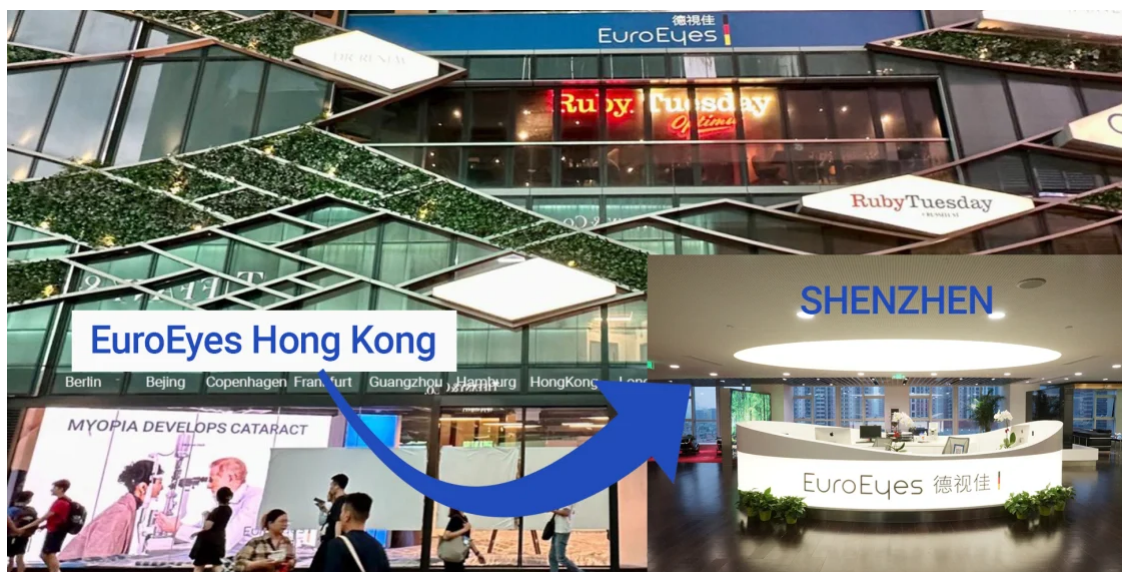
visual results and a rapid satisfaction factor are achieved within just a few days.

In all EuroEyes clinics, the key elements of this success are comprehensive preliminary examinations and hightech-related information. However, there are individual factors in the process, that can lead to unexpected healing processes and thus fluctuations in results. This includes the development of residual ametropia (2-5%), capsule opacification after lens replacement (25-35%) - both are signs of the individual healing process, or dry eyes, especially after LASIK. Phenomena such as retinal swelling/detachment (0.008%) or impaired neuroadaptation (0.001%) are very, very rare, however, it is important to have efficient "fine-tuning" and strengthening therapies available in the event of an emergency. For this purpose, we have a variety of modern supplementary processes at our disposal, which utilise our extensive experience, standardized processes and innovative technologies.

After laser procedures, the Circle or Re-LASIK treatment is used. For astigmatic or spherical residual values after lens surgery, the so-called T-cut (limbal relaxing incision) or the implantation of add-on lenses are particularly suitable. The classic secondary cataract can be resolved quickly and easily with a Yag laser capsulotomy. For us, as one of the leading clinic groups, it goes without saying that we not only provide primary treatment, but also any necessary follow-up treatments in a professional, standardized manner.

We see it as our task to provide patients with continued medical care in these cases, in order to achieve the goal of glasses independence safely and efficiently.

EuroEyes Cross-Border Ophthalmic Surgery Package: Hong Kong to Shenzhen



EuroEyes Hong Kong presents our exclusive Cross-Border Eye Surgery Package tailored for discerning patients in Hong Kong. Owing to Hong Kong regulatory laws, our distinguished UK and German eye surgeons – namely: Prof. Dan Reinstein, Prof. Michael Knorz, and Dr. Jørn Jørgensen – are unable to perform surgeries in Hong Kong. In response, we have meticulously designed an exceptional service for Hong Kong residents seeking the expertise of these renowned professionals.

Package Components:

Residential Pick-Up Service: Commence your journey with convenience as our service extends from your residence in Hong Kong to our EuroEyes Eye Clinic in Shenzhen.

Premium Transportation Arrangements: Enjoy a sophisticated and comfortable transit experience with our meticulously arranged high-end transportation services.

Both eyes treated on the Same Day: Experience the precision and efficiency of our esteemed surgeons with both eyes procedures conducted on the same day for optimal patient comfort. No patches needed.

Same-Day return to Hong Kong: Minimize disruption to your routine with a swift return to Hong Kong on the day of your surgery.

Postoperative Eyes Assessment at EuroEyes clinic in Russel Street Hong Kong: Embrace personalized care through a postoperative ocular examination at our Hong Kong clinic, ensuring the meticulous monitoring of your recovery.

Embark on a journey toward enhanced visual acuity with EuroEyes' Cross-Border Ophthalmic Surgery Package, a harmonious fusion of cutting-edge medical technology and the seasoned expertise of our distinguished surgical team.

with a lot of experience, innovative technologies and standardized processes.

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