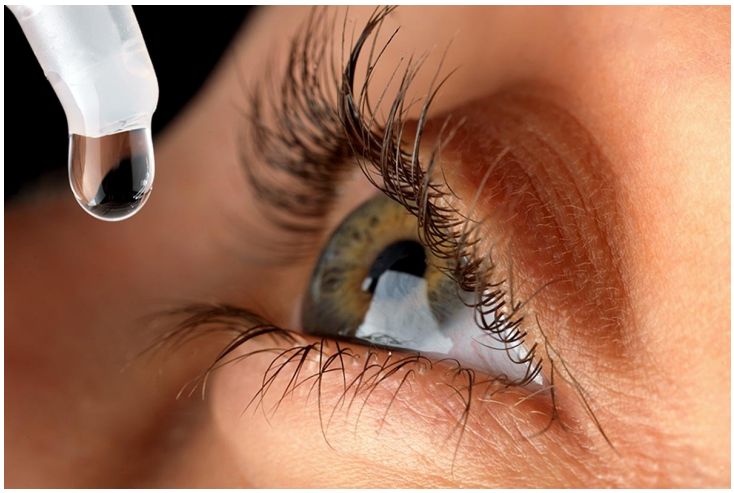
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ROHTO Pharma launches cooling Eye Drops range in India

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ROHTO has launched cooling eye drops that has the right formula to tackle eye problems and keep eyes looking and feeling good all day long.



The red, irritated eye because of pollution, the itchy eye after a mid-day hike; even the dry eye because of screen time. All of these can make the warm weather months a less than eye-opening experience. ROHTO has launched cooling eye drops that has the right formula to tackle any of these problems and keep eyes looking and feeling good all day long.

On the Launch of ROHTO Cooling Eye Drops, Rohto Pharma (India) Managing Director, Koji Suzuki said, “Eye has been overused in today’s modern life exposed by UV ray outside, blue light of screen and atmospheric dust and pollution. Over a hundred years, ROHTO has been a symbol of eye care in the World. Just like dental care, ROHTO brought the daily care on the eyes via eye drops to protect the vision for long years. Feeling is Believing! ROHTO Cooling Eye Drops are available at our on-line partner, ‘SastaSundar.com’.where genuine drugs are always available with quick delivery."

Currently ROHTO Pharma (India) has launched below variants of Cooling Eye Drops:

Icy Fresh Eye drops for Dry and Tired Eyes - its unique cooling formula delivers relief in a clear and non-blurring drop, so you can get right back to the things you love. No need to wait for the blur to go away, a common problem with other lubricant eye drops. It brings fast-acting, long-lasting relief for dry, irritated eyes due to overuse of digital devices, extended use of contact lenses, hormonal changes, or dry indoor or outdoor environments.

Icy Clear Eye Drops for Red and Tired Eyes, which reduces redness and delivers an intense freshness that brings instant cooling comfort to irritated eyes due to late nights, eye strain, environmental conditions, pollen, dust and inadequate tear production.