

# WhiterEyes™ Conjunctivoplasty

## Consumer Report

Frequently Asked Questions – What you need to know!



**B O X E R W A C H L E R**  
VISION INSTITUTE

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**[www.WhiterEyes.com](http://www.WhiterEyes.com)**

**WHITEREYES™ Conjunctivoplasty  
Reveal, Refresh, and Restore Whiter Brighter Eyes**

**Boxer Wachler Vision Institute \* 310-860-1900 \* [www.WhiterEyes.com](http://www.WhiterEyes.com)**

## WHITEREYES™ Conjunctivoplasty - What You Need to Know

Refresh, Reveal, Restore – Whiter and Brighter Eyes!

Male, Age 29



Before WhiterEyes™



After WhiterEyes™

Female, Age 41



Before WhiterEyes™



WhiterEyes™

(Results Will Vary)

### What is WHITEREYES™ Conjunctivoplasty?

This procedure can make your eyes whiter and brighter by removing a thin membrane (conjunctiva). This membrane holds most of the unsightly red veins, yellow/white growths/lumps and/or brown spots (hyper-pigmentation/freckles). A new membrane grows back in its place. In addition to whiter and brighter eyes, **many people even feel their self-confidence is improved afterwards too.**

This is a 100% no-stitch procedure, and typically takes less than 20 minutes to perform per eye. The full “whiter and brighter eye” results are typically visible within 3-18 weeks after the procedure. You will typically use eye drops for 8 weeks.

### Examples of White and Bright Eyes in Youthful Healthy Eyes



### I've never heard of WHITEREYES™ Conjunctivoplasty, is this new? Is this a HOAX?

This is not a HOAX. This is an actual real procedure. **This procedure is similar to a Pterygium Removal, Pterygium Removal, Conjunctivochalasis (which is the removal of excess conjunctiva tissue) or Conjunctivoplasty (elective surgery of the conjunctiva), which has been performed successfully for over 30 years.**

### How is WHITEREYES™ Conjunctivoplasty performed?

In most cases, this is a procedure that removes a thin membrane (conjunctiva) that contains most of the excessive blood vessels, yellow growth, white lumps and/or brown spots (hyper-pigmentation/freckles).

### **How did Dr. Brian invent the WHITEREYES™ procedure?**

Many people have referred to Dr. Brian as a “genius” or the “Steve Jobs of Eye Surgery.” Dr. Brian has a natural gift for seeing the potential in specific aspects of different surgical techniques, then “connecting the dots” in such a way to create a “break-through” procedure that goes on to change the lives of thousands of people.

He developed a proprietary technique for removing the discolored membrane and allowing it to regrow in such a way that people can enjoy whiter eyes, which is often life-changing, improves self-confidence and self-esteem, and often allows people to regain their lives. **Because of the proprietary nature of WhiterEyes™ procedure, it is ONLY available at the Boxer Wachler Vision Institute in Beverly Hills.** Dr. Brian performs ALL WhiterEyes™ procedures personally himself with his “magic hands.”

Before WhiterEyes™, Dr. Brian has used his genius to create Intacs® and Holcomb C3-R® procedures for Keratoconus as well as Fortified LASIK™.

### **Do you use laser?**

Since this procedure involves removing the membrane, lasers are not needed. In fact, lasers on this part of the eye are dangerous and not advised.

### **Am I a candidate for WHITEREYES™ procedure?**

If you are at least 16 years old you may be a candidate for this procedure. If under 18, you must be accompanied by a parent. You can come in for an evaluation with Dr. Brian. Normally an exam is \$350, but as a courtesy and if you mention the Consumer Report, the exam would be reduced to \$95. Please plan 1 ½ - 2 hours for this visit.

Please note that patients with mental illness or psychiatric disorders may not be good candidates for WhiterEyes™ because of: 1) unrealistic expectations 2) difficulty accepting less-than-perfect results, and/or 3) continuous fixation on cosmetic variances due to individual differences in the body's healing response.

Also, we recommend that pregnant and nursing women wait until after breastfeeding has stopped for 30 days.

### **Examples of WHITEREYES™ Conjunctivoplasty Candidates**



(Results Will Vary)

### **What if I have an auto-immune disease?**

If you have been diagnosed with any auto-immune diseases by your physician, you may not be a candidate if you are having active symptoms. Please let us know if you have an auto-immune disease and the specific type of auto-immune disease to determine if this is allowed before having the procedure.

### **What if I don't live in the Los Angeles area?**

If you do not live in the Los Angeles area that is not a problem; **you may e-mail a close-up picture of just your eye or eyes for a preliminary determination of candidacy.** Please e-mail to: [info@boxerwachler.com](mailto:info@boxerwachler.com)

You may schedule a 3 day visit to Los Angeles and complete all your testing the first day, the procedure the second, and a one- day post operative visit on the third day. You can return home and continue your follow up care with your local eye doctor. We would recommend a 1 month, 3 month and yearly eye exams.

**Is there a website with more information about the WHITEREYES™ Conjunctivoplasty that can help patients?**

You can visit our website, [www.boxerwachler.com/whiteeyes](http://www.boxerwachler.com/whiteeyes). You may also view news segments on WHITEREYES™ by going to [www.YouTube.com](http://www.YouTube.com) and searching “Boxer Wachler I-Brite”.

**Are there any doctors in my area that are performing the WHITEREYES™ procedure?**

Dr. Brian is the only doctor in the world performing I-BRITE®. As discussed above, he pioneered this treatment. Other doctors may perform similar procedures. We see patients who have had previous unsuccessful surgery with other doctors attempting to imitate his proprietary WHITEREYES™ procedure and Dr. Brian can repair them.

**How long has Dr. Boxer Wachler been performing the WHITEREYES™ Procedure?**

Dr. Brian has been performing an earlier version of this procedure for over 15 years. In 2009, he formally named the procedure WhiterEyes™, which is used to describe his technique. This technique uses a specific course of eye drops over a limited period of time, such as an anti-inflammatory and antibiotics. The drops, combined with other aspects of his techniques, assist in decreasing the re-growth of blood vessels and improved healing. This has eliminated the need for stitches/sutures or grafts in virtually all patients and reduces chance of irregular tissue growth or visible scarring.

**How long does WHITEREYES™ take? Will I be awake? Is it painful?**

This procedure takes on average 20 minutes per eye. We give you medication to help you relax and keep you comfortable during the procedure. Patients remember little about the procedure and often say it was easier than going to the dentist.

**Are there any side effects involved with WhiterEyes™?**

Most side effects from WHITEREYES™ are temporary. Everyone heals and responds to the procedure differently. Some patients have reported it taking a few days for recovery while others have reported taking several weeks. This includes an increase of redness or a bruise-like appearance for 4 weeks, which is typical. The first 2-8 weeks you may experience mild to severe light sensitivity, stinging/burning during eye drop application, swelling of eyelids, and mild to moderate discomfort or scratchiness. This procedure is like a face lift for your eyes, so most patients will take 1 week or longer off work for recovery, but some return to work after 1 day. We recommend following the eye drop regime, avoid swimming for 2 weeks, and avoid working in dusty environments or gardening for 2 weeks to avoid infection.

**Example After Treatment Appearance**



**1 Week After WhiterEyes™**

**Example After Treatment Appearance**



**4wks After WhiterEyes™**

**What is the success rate?**

It is rare to perform a re-treatment of the procedure on patients who were not diagnosed with pterygium or had excessive brown pigmentation. Patients who are diagnosed with a pterygium have a 3% chance that a secondary treatment may be needed. Patients with excessive brown pigmentation have a 9% chance they will need a secondary treatment.

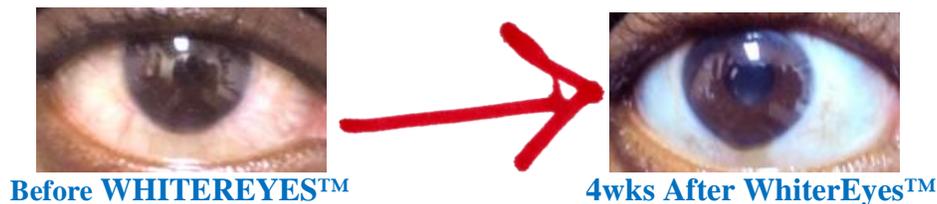
### **Is the WHITEREYES™ Conjunctivoplasty procedure permanent?**

The treatment is expected to last for a lifetime, however individuals should think of WHITEREYES™ like all other cosmetic procedures – enhancement can be necessary after some time. This can be due to different factors, including physical (genetics) and environmental factors (dust, smoke, etc.).

### **Are there any suggestions to increase long term effects?**

Sunglasses are a must when you are outside to protect your eyes and help inhibit the re-growth of yellow tissue and blood vessels. Also, artificial tears are beneficial on a lifetime basis 1-2x's daily to also inhibit any re-growth. Finally, we recommend taking 3000mg Flaxseed supplements by mouth.

### **WHITEREYES™ Conjunctivoplasty Before and After Photo**



### **I currently wear contact lenses, do I need to remove them? Would I still be a candidate?**

You may still be a candidate for the Conjunctivoplasty procedure even if you are a contact lens wearer. Please remove your contact lenses 1 day before the initial evaluation or procedure. After the procedure you will need to refrain from wearing contact lenses for 3 weeks to allow for full healing.

### **If I am currently using over-the-counter vasoconstrictors, is it ok to continue using?**

We highly recommend patients to stop using vasoconstrictors (get red out eye drops) such as Visine, Clear Eyes, Lumify etc. at least 3 days prior to the consultation in order for Dr. Brian to examine your eyes in its natural state. These should not be used after treatment.

### **I have issues with dry eyes. Would I still be a candidate?**

During your consultation, we will perform an evaluation for Dry Eye disease, a condition which affects more than 100 million people worldwide and is progressive. Many patients are asymptomatic and do not realize that they are being effected. This is often the underlying condition causing you red eyes, yellow growths, or brown pigmentation. With our technique, the worsening of Dry Eye symptoms is quite rare and uncommon. We suggest all patients start taking Flaxseed Oil 3-6 capsules daily to alleviate Dry Eye.

Some patients will need to undergo Dry Eye treatments before being receiving the WHITEREYES™ procedure. These treatments range from \$425-995/ per eye and can help maximize healing and results.

### **What are the potential risks and complications from this procedure?**

Patients may note a scratchy sensation for a period of days, dryness of the eyes, light sensitivity, and/or recurrence of blood vessels. Other risks include scleral thinning and infection which are rare. We conducted a review of 1240 cases that had WhiterEyes™ which showed light sensitivity beyond 6 months occurred in 3 patients (0.4%). In most cases, once the eyes heal patients frequently report their eyes feel more moist and comfortable than prior to the procedure. When you come in for your consultation, Dr. Brian will discuss the risks of the WhiterEyes™ procedure with you.

### **Do you use AMT?**

Amniotic membrane transplant (AMT) is typically not needed with WhiterEyes™. AMT is typically used for Pterygium and pingueculae surgeries, but the cosmetic results are not good since the AMT often becomes vascularized and “bloodshot” looking.

### **Can I have LASIK or other vision correction procedure at the same time?**

You would need to wait for 3 months after WHITEREYES™ Conjunctivoplasty before having any other vision correction procedure such as LASIK.

### **How do I prepare for WHITEREYES™ Conjunctivoplasty?**

In order to achieve the most accurate testing on the day of your evaluation:

- Discontinue all Aspirin, Motrin, and Ibuprofen products 1 week prior to treatment; you may resume 5 days after the procedure.
- Discontinue any supplements with Vitamin C and avoid foods high in Vitamin C, including fruit and juices, for 1 week prior to and 3 months after the procedure
- Please do not use any eye gels the night before or the day of the treatment
- Do not instill any eye drops the day of testing/treatment. You should discontinue vasoconstrictor eye drops (‘Get the red out’ drops) and DO NOT resume after the treatment.
- No eye medications less than two hours before testing. If you are taking a prescription eye medication, please let our office know in advance of your evaluation.
- No contact lens wear one day prior to examination. You can return to wearing 3 weeks after the procedure.
- No eye makeup, facial moisturizers, lotions on the day of testing
- No direct rubbing or touching your eyes two hours before testing
- If you use Latisse, please stop using it 3 days before the procedure. You may resume after one month.

### **How can I conveniently pay for WHITEREYES™ Conjunctivoplasty?**

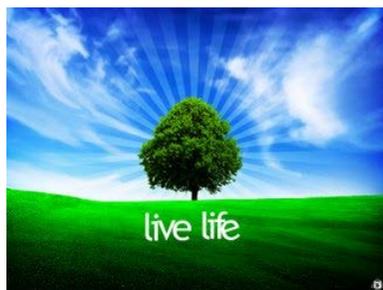
Most patients finance their procedures. It’s very popular due to low monthly payments or no interest options.

Financing option include: [www.GoAlphaeon.com](http://www.GoAlphaeon.com) – ask about **24 month interest-free** or fixed interest as low as 14.99%).

### **Does insurance cover WHITEREYES™ Conjunctivoplasty?**

Unless you have been diagnosed with a pterygium that has caused a change in your vision, this procedure is considered by insurance companies as a cosmetic procedure. We will provide you with a bill and an operative report that you can send to your insurance company to request reimbursement; however, be prepared, they will likely consider the procedure cosmetic in nature. Unfortunately, we are not able to bill insurance directly.

If you do not have a pterygium, ask your insurance company if they cover code: **68399** for diagnosis code: **H11.439**  
If you have a pterygium, ask your insurance company if they cover code: **65426** for diagnosis code: **H11.009**



**Close your eyes for a moment and visualize how much better your life would be with new "whiter, brighter eyes"! It's not a dream anymore. It can now be your new reality.**

# Look Who Is Talking About Us Now!



*"Dr. Boxer Wachler was excellent and so was the comfort and recovery of my procedure with him!"*

Dr. Phil, TV Host (LASIK)



*"Dr. Boxer Wachler and his staff put you instantly at ease and you feel you could not be in better hands."*

Laura Linney, Actress (LASIK)



## 3 Months After WhiterEyes™

*I am amazed by the results. My white eyes now match my beautiful white smile. This was the best decision ever. People constantly compliment me on how white my eyes are. I no longer hide behind sunglasses.*

Marine G, Ophthalmology Assistant (WHITEREYES™ May 2010)



*"Phenomenal improvement in my sight. No more contact lenses!"*

Seal, Singer/ Multi-Grammy Award Winner (LASIK)



*"Dr. Brian was very thorough in explanation of the procedure & made me feel comfortable."*  
Dimitri Patterson, NFL Football Player (I-BRITE)



## 1 Year After WHITEREYES™

*I had the I-BRITE Conjunctivoplasty procedure in November 2009.*

*The entire staff was wonderful and fantastically considerate. Flying all the way from Orlando to Los Angeles to have the procedure was one of the best decisions I've ever made, absolutely worth the trip. Every day when I look in the mirror, I smile and think of you guys. Life changing to say the least!*

Lynda V, Luxury Real Estate Broker (WHITEREYES™ November 2008)



*"Everything went very good. I was comfortable at all time with the procedure and service."*

"Sugar" Shane Mosley, Sr., Boxing Champion (CK)



*"I'll need lots of your business cards to give to all the people who will be asking who to go have the procedure!"*

Stu Lantz, Announcer, Los Angeles LAKERS (LASIK)



*"Dr. Boxer Wachler and his team anticipated all my needs and exceeded my expectations from the consultation until after surgery."*

*I would call the Boxer Wachler Vision Institute the "Ritz-Carlton of Eyecare"*

Timur Senturk, Manager, Ritz-Carlton Hotels (LASIK)



*"I absolutely have no regrets about the procedure!"*

Eve Jeffers, Entertainer/Sitcom star (LASIK)



## 2 Years After WhiterEyes™

*"Seriously, I am blown away by how white my eyes are; people ask if my eyes are fake. I can't even tell you how great it is to wake up in the morning and have WHITE EYES!"*

Laz P, Communications Consultant (WHITEREYES™ July 2009)



*"I was terrified! But Dr. Brian and his incredible staff made everything so easy – super patient, wonderful bedside manner, answered all my questions!"*

Lucy Liu, Actress (LASIK)



## Before WhiterEyes™



## 1 Month After WhiterEyes™

*It's truly and sincerely changed my life.*

Zahrah H. Canadian Federal Employee (WHITEREYES™ December 2010)



This procedure has been **life-changing**. The first thing people use to say when they met me was, **“wow you have really bad blood shoot eyes.”** People use to accuse me of being on drugs. WhiterEyes™ has improve my interactions with people. It has been **wondrous**, truly life-changing.



I **had a very unhealthy look to my eyes**. They always looked bloodshot, tired and irritated. I tried drops and a lot of different things that didn't work. I was completely **overwhelmed by the results**. For the first time in a long time **I don't feel conscious of my eyes** knowing that they look so healthy and bright!



**Before WhiterEyes™**



**3 Months After WhiterEyes™**



**Before WhiterEyes™**



**(Results Will Vary)**



**1 Year After WhiterEyes™**



“Your WhiterEyes™ procedure has changed my life. I could not have asked for a better result. I am humbled by the attitude and skill that you bring to the people who really need help. I found it with everyone there at your office. **I've had comments about how much younger and rested I now look.** I landed a new job about 3 months after having the WhiterEyes™ procedure, probably due to renewed confidence and looking people in the eye. **THANK YOU!**”

~ Gary Franchi, WhiterEyes™ patient 2011; Engineer, Woodstock, IL



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See more patient experiences at [www.WhiterEyes.com](http://www.WhiterEyes.com) Call to learn more: 310-860-1900