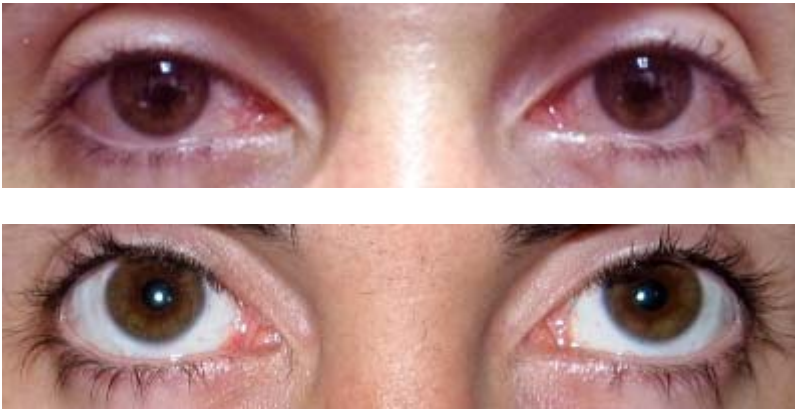


Put that twinkle back in your eyes with unique new procedure I-Brite

November 17, 2009 – Ami Gan – Hollywood Beauty Examiner

Hollywood is more than swimming pools and movie stars, we're also full of hair extensions and cosmetic surgeons. Although we don't all live in a world where people want to lift this, tuck that, and whiten those, there are some simple procedures that us regular people might get done. A little chemical peel, teeth whitening, or botox never hurt anybody. Well, there's a new unique procedure on the block that is sure to raise some eyebrows. It's called **I-Brite** and it does what it says – makes your eyes appear brighter and fresher. This revolutionary procedure is currently only available from Dr. Brian Boxer Wachler of Beverly Hills.

A key candidate for I-Brite would be someone who suffers from reoccurring red eyes. Red eyes as we all know result naturally from pollution, sleep deprivation, smoking, and anything that irritates the blood vessels in the eyes. Typically, our eyes should clear within a few days, but for millions of Americans that suffer from chronic red eyes I-Brite will give patients that fresh look they desperately need when drops don't do the job. As a side note, the majority of eye-drops on the market are unreliable and can actually make eyes worse, when in doubt go with preservative free and check with an eye care professional.



As with all procedures I was skeptical about results, but these before and afters don't lie and it takes as little as two weeks to see noticeable results.

A great example of someone who received I-Brite is Sandra, a regular person like you and I. You can view her full testimonial on Dr. Boxer Wachler's [website here](#), where she says: "I've been dealing with this probably for the last three years. I had a lot of irritation; it was uncomfortable and created a lot of redness. It was something I constantly tried to deal with – I went to many eye doctors who prescribed drops and tests."

Sandra was eventually referred to Dr. Boxer Wachler, who diagnosed her as an ideal candidate for the new eye whitening procedure. "[The procedure] was pretty quick...by week two you really start seeing an amazing change in your eyes," adds Sandra. "My eyes became whiter, less uncomfortable, and less sensitive to light – I no longer wear makeup because my eyes look so pretty!"

I don't know about no longer wearing makeup (this is LA after all), but I do think I-Brite will help those that suffer from chronic red eyes. This is far from a run of the mill Ophthalmologist either, Dr. Boxer Wachler has a large list of celebrity Lasik clientele including: **Lucy Liu, Seal, Derek Fisher** (LA Lakers) to name a few. This is definitely one of the latest procedures in Hollywood beauty trends!

For more information visit [Dr. Brian Bachler Wachler's website](#)