

## What is eye serum?

Eye serum (sometimes called plasma serum or blood serum) is a natural eye drop derived from the plasma portion of the blood. Plasma is rich in naturally occurring proteins and anti-inflammatory nutrients.

## Veterinarians may recommend eye serum to:

- Help lubricate the cornea and reduce discomfort and inflammation.
- Create a healthier environment for healing.
- Compliment other prescribed eye medications.

Your veterinarian will determine whether eye serum is appropriate for your pet and how it should be used.

## The Traditional Approach (eye serum prepared in clinic)

- Drawing blood from the patient.
- Processing the blood to separate the serum.
- Transferring it to bottles for home-use.

**While effective, this process can take time and may be stressful to pets who dislike restraint, needles, or long appointments.**

## The SeroLube® Difference

SeroLube is **ready-to-use, frozen eye serum** that allows your veterinary team to begin treatment without in-clinic blood processing.

## What this can mean for you and your pet:

- No blood draw required.
- Less time spent in the clinic.
- Reduced stress and restraint.
- Minimized contamination risk.

## Why use frozen (donor) serum?

SeroLube is made from bovine (cow) plasma using a controlled process designed for consistency and safety.

## Veterinarians may choose donor-derived serum because it offers:

- Convenience & Consistency.
- Stress-reducing option for pets.
- Increased healing support.
- Improved compatibility when used with antibiotics.

**Your veterinarian can explain why this choice fits your pet's specific condition and treatment plan.**

## What at-home treatment is like:

Most caregivers find the routine simple once they've done it a couple of times.

## Typical at home steps (always follow your veterinarian's instructions):

- Thaw the bottle and keep refrigerated during use.
- Wash hands and keep the dropper tip clean.
- Warm the bottle in your hands for about one minute for comfort.
- Apply drops as prescribed.
- Store refrigerated until next dose.

## Helpful tips:

- Reward your pet after each dose to build a positive routine.
- Apply drops in a small, calm space if your pet is wiggly.
- Avoid touching the bottle tip to the eye or fur.
- If the tip touches another surface, gently clean it and allow it to dry.

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**SeroLube can be used alongside other prescribed medications. Follow your veterinarian's schedule carefully, including time between applications, so each treatment can work as intended.**

## Questions?

**Your veterinarian is the best source of guidance for your pet's eye care.**

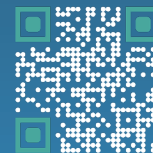
**This information is educational and does not replace veterinary advice. Contact your veterinarian if your pet's eye appears painful, cloudy, or worsens.**

# SERO LUBE

## Eye Serum Made Easy

Blood-derived eye serum has been trusted by veterinarians for decades.

SeroLube® makes eye care simpler, faster, and less stressful.



Learn more about eye serum & at-home care