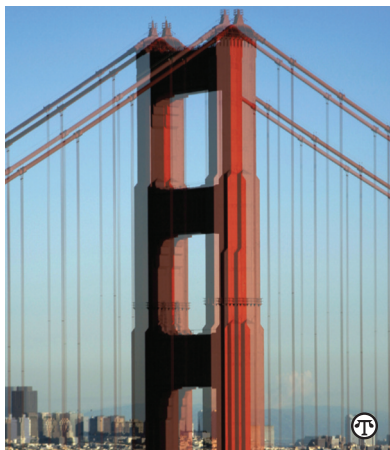


Eye Facts And Fancies

Advances In Contact Lens Technology Benefit Millions



Uncorrected moderate astigmatism*



Fully corrected vision

Blurry vision during everyday activities such as text messaging, driving, playing sports or watching TV is common for the millions of people with astigmatism. A new daily disposable soft toric contact lens provides comparable visual acuity to wearing glasses.

*This is a representation. The amount and location of astigmatism will vary by individual.

(NAPSA)—Here's eye-opening news: "Studies confirm that nearly half of all patients requiring vision correction have levels of astigmatism that could affect visual performance in at least one eye," says W. Lee Ball, OD, FAAO, Associate Director of Medical Affairs at Vistakon Division of Johnson & Johnson Vision Care, Inc.

Many people with astigmatism—a common vision problem that affects how the eye focuses light—experience fluctuating and/or blurred vision during such everyday activities as driving, reading, texting, working on the computer, exercising, playing sports or watching TV. A visit to your eye care professional will help you determine whether you have astigmatism.

"Research confirms that toric soft contact lenses such as 1-Day Acuvue Moist Brand Contact Lenses for Astigmatism provide significantly better visual acuity compared to spherical lenses for astigmatic patients, and provide comparable improvements in visual acuity to wearing glasses," Dr. Ball adds.

Along with the health and con-

venience benefits of wearing a fresh contact lens every day, these lenses feature a proprietary Blink Stabilized Design, which harnesses the natural pressures of a blinking eye to help keep the lens in place and quickly realign the lens if it rotates out of position, for consistent, all-day vision.

Each lens is made using Lacreon Technology, a unique process that permanently embeds in the lens a water-holding ingredient, similar to that in natural tears. This technological advancement locks in moisture that lasts all day, addressing the most frequently reported complaints of contact lens discomfort, dryness and end-of-day comfort.

In addition, it blocks an average of 82 percent of UV-A radiation and 97 percent of UV-B radiation—though don't forget protective accessories when going outside. Dr. Ball says contact lenses "should always be worn with high-quality UV-blocking sunglasses and a wide-brimmed hat" for more complete UV protection. To find out how to receive a free trial pair of lenses, visit www.acuvue.com. (Professional and fitting fees not included.)



Editor's Note: Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction.

An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear contact lenses if you have an eye infection or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately. For more information on proper wear, care and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call (800) 843-2020 or visit www.acuvue.com. Acuvue® Brand Contact Lenses with UV blocking help protect against transmission of harmful UV radiation to the cornea and into the eye. **WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. **NOTE:** Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.