



Eye on Health

Linking Contact Lens Care And Eye Health

(NAPSA)—For more than 35 million Americans, contact lenses allow them to see and experience life fully, without the hassles of eyeglasses. Whether you wear them to read, play sports, drive or because they help you feel more confident compared to wearing eyeglasses, your contact lenses probably play an integral role in your life.

What you may not realize is that how you care for your contact lenses can play a role in the health of your eyes. An alarming number of contact lens wearers—about 50 percent, according to a recent survey—do not follow the lens wear and care guidelines recommended by their eye doctor. In addition, most contact lens wearers use only about half of the amount of solution needed to care for their contact lenses properly. Improper lens care not only can make your lenses feel uncomfortable and impair their performance, it can, in some cases, lead to serious eye problems.

It's estimated that one person in 10 gives up wearing contact lenses each year simply because of troubles resulting from improper lens care.

"Many patients do not understand the importance of proper contact lens care and its link to

Take a Good Look—Contact Lens Care Can Affect Vision and Eye Health

- Only 54% of lens wearers follow their doctors' lens care guidelines
- Contact lens wearers use half of the solution required to properly clean their lenses



greater satisfaction with their contact lenses and healthier eyes," says Dr. Walter Ramsey, an optometrist in Charleston, W.Va. To encourage his patients to follow their prescribed lens care regimens, Dr. Ramsey participates in the ReNu® Eye Health Rewards™ Program.

This nationwide program promotes good lens care habits and eye health by providing valuable incentives for lens wearers. With payment of a \$20 enrollment fee, they receive a \$20 certificate good for the purchase of three, 12-ounce bottles of *ReNu MultiPlus® Multi-Purpose Solution* (an approximate six-month supply) and free contact lens rewards.

For more information, talk with your eye doctor and visit www.bausch.com or call 1-800-828-9030.