

Eye on Health

Do You See Eye To Eye With Your Eye Doctor?

(NAPSA)—When it comes to taking care of your eyes, proper lens care is of utmost importance for contact lens wearers. That's why reality show star and fashion designer Lauren Conrad, a contact lens wearer herself, has joined forces with a major eye care company to raise awareness about the importance of practicing healthy lens care habits.

The Elevate Your Eye (EYE) Care global education campaign is designed to educate contact lens wearers about proper lens cleaning and disinfecting techniques in order to maximize the benefits of contact lenses while minimizing the likelihood of infection. Conrad was enlisted because a large portion of all contact lens wearers falls between the ages of 18 and 24.

"I'm playing an important role in helping contact lens wearers keep their eyes healthy because sometimes it's easier to hear information from a peer, someone whom they can relate to," Conrad said. "Many contact lens wearers think of their lenses as beauty products or fashion accessories. However, it's important to understand that contact lenses are actually medical products, and they should be treated that way."

The campaign was launched in response to concerns that contact lens wearers may not be practicing healthy lens care habits. In fact, a recent national survey by



the Contact Lens Council (CLC), a nonprofit organization and resource on vision correction, found that more than 11 million of the 35 million contact lens wearers in the U.S. are not practicing proper contact lens care techniques and are putting themselves at daily risk for eye infections. Additionally, the survey found:

- Although more than 90 percent of eye care professionals (ECPs) recommended rubbing contact lenses as part of their lens-cleaning regimen, only two-thirds of patients do so, regardless of the type of solution that they use.

- More than 44 percent of contact lens wearers always or occasionally "top off" their contact lens case with new solution rather than emptying and cleaning it out after each use—a practice strongly discouraged by ECPs.

- Less than half (46 percent) of

the respondents clean their lens case after each use despite the fact that the majority of ECPs (71 percent) recommend patients clean their case after each use.

- The majority of ECPs (70 percent) state that the main barrier to compliance is that the patient believes that it is not important.

- Nearly half (49 percent) of contact lens wearers wear their contacts longer than the recommended replacement schedule.

- Nearly one in five wears the contact lenses more than a month longer than the recommended replacement schedule.

"This survey underscores the significant disconnect between eye care professionals and their patients when it comes to contact lens care," said Joseph Shovlin, O.D., F.A.A.O., a private practice optometrist.

To help lens wearers, Advanced Medical Optics created COMPLETE® Multi-Purpose Solution Easy Rub™ Formula, the OxySept® UltraCare® Disinfecting Solution/Neutralizer, a hydrogen peroxide-based system, and blink™ Contacts Lubricant Eye Drops for contact lens wearers.

For additional information on the EYE Care campaign and to download a video podcast on the recommended steps for proper lens care and information on eye care products, visit <http://www.yourhealthyeeyes.com>.