

Healthy Habits For Healthy Vision

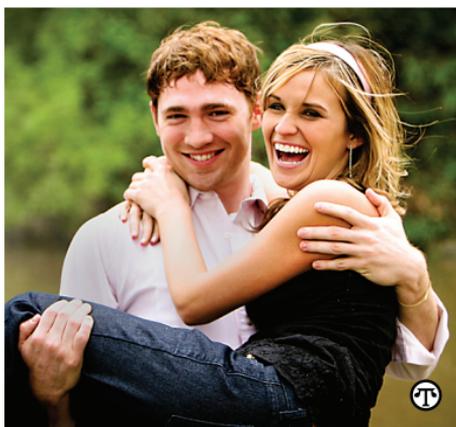
(NAPSA)—Consumers can be overwhelmed with beauty and personal care products that promise a young, fresh and more energized look. Yet no amount of mascara, eye shadow or cover up can hide red, irritated eyes. For contact lens wearers, one of the easiest ways to achieve healthy, beautiful eyes is to simply replace their contact lenses on schedule.

A recent study commissioned by CIBA VISION showed that consumers who replaced their contact lenses according to the manufacturer's recommended schedule reported better comfort and vision.

The recommended replacement schedule for a contact lens is determined by the manufacturer to optimize the performance. Typically, contact lenses are replaced daily, every two weeks or monthly. The study showed that wearers of daily and monthly replacement contact lenses were significantly more likely to replace their contacts on schedule than two-week wearers. For many patients, replacing their contact lenses on a daily or monthly basis is easier to remember.

"A two-week replacement is difficult for patients to remember since it doesn't correlate with most lifestyle habits, and accidentally stretching lens wear is extremely risky," said Bruce Hankin, O.D., an independent eye care professional. "Redness, poor vision and infections can result from over wearing lenses, as deposits begin to build up on the lenses and they become uncomfortable. Tying lens replacement to daily activities, like brushing your teeth or a monthly routine like paying your mortgage, makes it easier to remember."

Choosing a contact lens with an easy-to-remember replacement



schedule, such as CIBA VISION DAILIES® or AIR OPTIX®, a monthly replacement lens, can help wearers establish a reminder to change their contact lenses on time.

Follow these other easy tips to keep your eyes looking and feeling great all year long.

- **Schedule Regular Eye Exams:** Eye exams help maintain clear vision and detect a variety of health conditions. The American Optometric Association (AOA) suggests you visit your eye care provider annually.

- **Keep Your Contact Lenses Clean:** Consult your eye care professional to determine the lens care solution that is best for you.

- **Protect Your Eyes:** Wear sunglasses to protect your eyes from UV exposure and wind.

- **Throw Away Old Makeup:** Mascara and liquid eyeliners can be a breeding ground for bacteria that may cause eye infections. Discard these products every three months.

- **Eat Green:** According to the American Optometric Association, dark green vegetables, such as spinach and broccoli, contain naturally large amounts of lutein and zeaxanthin, which may reduce the risk of eye diseases like macular degeneration and cataracts.

Editor's Note: The content of this feature references a study "Patient and Practitioner Compliance with Silicone Hydrogel and Daily Disposable Lens Replacement in the United States" published in the July 2009 issue of Eye & Contact Lens, and a report "Comfort and Vision with Silicone Hydrogel Lenses: Effect of Compliance" featured in the June 2010 issue of Optometry & Vision Science. Additional information is sourced from the Mayo Clinic: "Contact Lenses: What to Know Before You Buy," American Optometric Association: "Eye Exams" and "Open Your Eyes to Healthy Eating Habits," as well as the U.S. Department of Health and Human Services.