

CONTEST CORNER



RealityLASIK May Make You A Winner

(NAPSA)—Those who are considering LASIK could have their eye on the prize—literally, as part of a reality-themed contest now under way. The contest is tied to the breakthrough online docudrama RealityLASIK, which chronicles TV beauty Kristin Cavallari's decision to undergo LASIK in her pursuit of 20/20 vision.

LASIK is the most commonly performed vision correction procedure in the United States. Clinical data show that new technologies such as the Advanced CustomVue procedure with the IntraLase Method enhance the safety of LASIK by eliminating the metal blade from the procedure and offer superior visual outcomes. Yet even with the most-advanced LASIK technologies, many people still have questions.

Said Cavallari, "I've always wanted to have LASIK. But, like anyone considering surgery, I had questions and fears. I thought that by providing an all-access pass to my own experience, it would be a fun way to not only entertain but educate my fans and others considering the surgery."

Twenty-one- to 29-year-olds, already struggling with the hassle of contacts and glasses, don't realize that the likelihood of a serious, sight-threatening complication from contact lenses is five times greater than from LASIK, according to recent studies. Additionally, having the procedure in your 20s will more than pay for itself, since it eliminates the need for glasses, contacts and related follow-up care.

Advanced Medical Optics (AMO) introduced the RealityLASIK contest as a way for Gen Y'ers and others to chronicle their own LASIK experience. Entrants simply submit their own videos, audiocasts and



Reality TV actress Kristin Cavallari documents her experience having advanced blade-free LASIK for the online reality series at www.RealityLASIK.com. You can submit your own experience for the chance to win \$5,000.

blog entries to www.RealityLASIK.com. One entry will be awarded a \$5,000 prize each month. A complete list of contest rules is available at www.realityLASIK.com. The contest ends December 31, 2007. Winners will be announced on www.RealityLASIK.com and notified via e-mail.

Tips On Creating An Award-Winning Entry

You don't need to be an award-winning director or TV beauty to create your own reality drama. Just follow these tips:

- Keep it real—and tell your story.
- Use your feelings and senses to describe your experience.
- Involve your friends, family and physician in your entry.
- But, don't forget to turn the camera on YOU.
- Use a variety of scenes and perspectives and avoid background noise and low lighting.

