Perfecting Vision. Enhancing Life.®

# Bringing Vision Back to Vision Care

Our patients want and need to see the best they can, especially in this visually demanding world, and that's why they come to your practice. As an eye and vision care specialist, you have the opportunity to be the patients' hero by providing the very best vision and best vision solutions throughout their lives.

Contact lenses can offer vision benefits beyond the physical hindrances of eyeglass frames that fall down and hinder peripheral vision or fog up with temperature and humidity changes. Of course, magnification and minification of objects from hyperopic and myopic spectacle lenses is virtually eliminated with contact lenses. These attributes allow contact lenses to be the obvious choice of vision correction for many sports activities and normal and active daily lifestyles. Some of today's contact lens optical designs have the best advanced aspheric optics for spherical aberration correction and even high definition vision in some cases. This can be especially effective for patients with normal amounts of spherical aberration of the eye, a larger pupil or in low-light situations.

Too many spherical contact lens wearers are trying to cope with -0.75 diopter of uncorrected cylinder that as eye care professionals we would never let go uncorrected with spectacles. If these patients are left with their cylinder uncorrected, they will not only suffer blur but possibly eye strain and even discomfort. Today's toric lenses are nearly as easy to fit as spheres, so there is no reason to let them go uncorrected. Earlier this year, Bausch & Lomb reported on a recent survey conducted by Decision Analyst that showed two-thirds of astigmats who have never worn contact lenses and nearly half of those who have worn contact lenses in the past would be interested in soft toric contact lenses if their eye care practitioner recommended them. There is ample opportunity with the right toric design to fit even more patients who desire the benefits of contact lenses but do not realize that toric soft lenses are available for their visual needs and lifestyle. Additionally, great optics and lens stability are two key attributes of soft toric contact lenses that lead to successful contact lens wear and great vision. But, when a soft toric lens is rotated or moved off axis during normal daily activities like lens insertion or rubbing of the eyes, rapid rotational recovery to the lens resting position is a critical element in reducing the potential for variable vision or loss of visual quality that could lead to patient dissatisfaction, up to and including dropping out of lens wear. Some astigmatic lenses also feature advanced aspheric optics in monthly hydrogel, silicone-hydrogel and daily disposable modalities as well.

Young, energetic, high-tech, emerging presbyopes want to stay in contact lenses or try contact lenses for the first time. You can again be the hero by easily satisfying their gradual onset of near vision challenges from the first symptoms to full presbyopia with exceptional vision at all distances while maintaining better depth perception with multifocal contact lenses over monovision. And don't forget about GP lenses for great vision, not only for irregular cornea patients, but for those difficult astigmatic and presbyopic patients who want to continue in contact lens wear.

As so many of you are becoming experts in disease treatment, and are increasingly focused on treatment of dry eye and seeking the most comfortable contact lens options, remember that most of your patients seek your services because you are the vision expert. Take the opportunity to provide the best vision and vision solutions for your patients throughout their lives.

At Bausch & Lomb, we look forward to protecting and enhancing the precious gift of sight by partnering in patient care with eye care professionals to provide the highest standards of eye health and ethics.

Regards,

Joe Barr

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## JOE'S VIEW

with Joe Barr, OD, MS, FAAO
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