

Eye on Health

A Breakthrough In Contact Lens Technology

(NAPSA)—For the 40 million Americans who wear contact lenses, a new advancement in contact lenses is now available at eye doctors' offices around the country.

The first and only silicone hydrogel daily disposable contact lens in the United States offers wearers exceptional comfort, comparable to a contact lens-free eye, health experts say.

Designed to keep eyes looking white and healthy, this new lens combines a next-generation, high-performance silicone hydrogel material and a technology that provides lasting comfort throughout the day, with the hygiene, flexibility and convenience of a one-day replacement lens. It also offers the highest level of UV protection in a contact lens.

"1•Day Acuvue TruEye was designed, developed and clinically researched versus the ultimate benchmark: the natural eye," says Colleen Riley, OD, VP, Professional Development and Medical Affairs, Vistakon, Division of Johnson & Johnson Vision Care. "The data suggest that it can help maintain ocular health with the near 'no lens' experience, and keeps the lens-wearing eye looking white and healthy, while also providing consistent comfort throughout the day."

The new lens provides wearers with a unique balance of eye health properties:

- **Comfortable Health:** The lens features an improved formulation of the unique HydraClear® technology that combines high-performance base materials with a moisture-rich wetting agent for consistent, lasting comfort.

- **Visible Health:** The lens' unique material helps eyes stay



New contact lens technology offers exceptional comfort and ocular health.

white because "it allows your eyes to breathe almost as if you were not wearing contact lenses at all," explains Dr. Riley.

- **Everyday Health:** A number of studies have shown that daily replacement is the healthiest way to wear contact lenses. By putting in a clean, fresh lens every day, daily contacts help minimize the potential for buildup of allergens and irritants. Additionally, one-day contacts are a more convenient option for wearers because there's no need to clean or store them.

- **Proactive Health:** The lens offers the highest level of UV protection in a contact lens, blocking more than 96 percent of UV-A rays and 99 percent of UV-B rays that reach the lens. Contact lenses should always be worn in conjunction with high-quality UV-blocking sunglasses and a wide-brimmed hat for maximum UV protection for the eyes.

For a free trial pair of the new contact lenses, visit www.Acuvue.com/TruEye. A professional eye exam and fitting fees are not included. The offer is valid only while supplies last.

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Editor's Note: Important Information for Contact Lens Wearers: ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020 or by visiting www.acuvue.com.

Helps protect against transmission of harmful UV radiation to the cornea and into the eye. **WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. **NOTE:** Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

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