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# A New Paradigm Emerges in Contact Lenses for Astigmatic Patients

**ACUVUE® ADVANCE™ Brand Contact Lenses for Astigmatism offer patients excellent visual acuity, superior comfort and ease of fit.**

For years, astigmatic patients have had to settle for less-than-optimal visual acuity and compromise on comfort and convenience when wearing toric contact lenses. Often, these patients had to visit their eyecare professionals numerous times for lens trials and fit evaluations, only to end up with contact lenses that didn't achieve the vision and comfort they desired.

Fortunately, this will no longer be the case. ACUVUE® ADVANCE™ Brand Contact Lenses for Astigmatism by VISTAKON®, a division of Johnson & Johnson Vision Care Inc., is revolutionizing the toric contact lens category, says Allan S. Tocker, O.D., Wilmington, Del. They are now the number one prescribed lenses for astigmatism, for they offer patients the visual acuity and long-lasting comfort and fit they've always wanted.

## Enhanced technology

ACUVUE® ADVANCE™ Brand Contact Lenses for Astigmatism have what's called an Accelerated Stabilization Design (ASD), a new technology that causes the lens to stabilize in less than 60 seconds when patients blink their eyes. The lens stability will enable patients to maintain an active lifestyle, watch TV, use the computer and drive at night because the lens is less likely to shift and cause blurry vision. "You can lie on the couch, bend over and still maintain high-quality vision," Dr. Tocker says. The opposite is true for traditional toric lenses available in dual thin zone and prism-ballast designs. "Gravity positions the prism-ballast lenses, which is great if you're standing up," Dr. Tocker says. "But the minute you lie down, the lens shifts and you lose visual acuity."

## Built-in wettability

One of the major complaints among astigmatic contact lens wearers always has been dryness and irritation, Dr. Tocker says. However, the ACUVUE® ADVANCE™ toric lenses are made with HYDRACLEAR™ technology. ACUVUE® ADVANCE™ Brand Contact Lenses provide a higher degree of moisture and increased oxygen to the cornea for all-day comfort and eye health compared to toric lenses made from conventional hydrogels. "As toric lenses dry they can move out of position, reducing visual

acuity as well as comfort," Dr. Tocker says. "But the ACUVUE® ADVANCE™ lenses have incredible wettability and comfort."

## Set it and forget it

The new design also makes the fitting process for doctors and patients faster and easier, thereby reducing valuable chair time. Since the lens was designed to stabilize with the blink of an eye, doctors can predictably expect a good fit in as little as 60 seconds. "All doctors have to do is set it and forget it," Dr. Tocker says. "There's more certainty with regard to fit, vision quality and comfort."

What's more, the additional chair time gained enables doctors to see more patients who need treatment for various pathologies, routine eye care and contact lens fittings, all of which produce income for your practice.

## UV protection

Unlike other toric designs, the ACUVUE® ADVANCE™ lenses provide ultraviolet protection.\* In fact, these lenses, including ACUVUE® OASYS™ and ACUVUE® ADVANCE™, are the only ones with Class 1 UV-blocking capabilities and the first to be awarded the American Optometric Association's Seal of Acceptance for ultraviolet absorbing contact lenses.

## Boon for patients, doctors

Since Dr. Tocker began using the new ACUVUE® ADVANCE™ contact lenses for astigmatism, toric new fits outnumber spherical new fits almost two to one. "Now our quality-of-vision expectations for toric lens patients are the same as for spherical lens patients," Dr. Tocker says. Patients no longer have to compromise on visual acuity, comfort and convenience. And the new lenses will give doctors ample opportunities to boost profitability and grow their practices.

Dr. Tocker practices in Delaware at his offices in Wilmington, Newark and the New Castle Farmer's Market.

\*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.