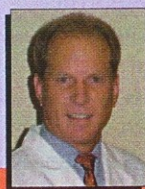


Offer Your Patients Exceptional End-of-Day Comfort

Exceeding patients'
expectations
puts your practice on a
growth track.



C. Steven Lancaster, O.D.
Jacksonville, Fla.



Vishakha Thakrar, O.D.
Cleveland

C. Steven Lancaster, O.D., and
Vishakha Thakrar, O.D., lectured on
the ACUVUE® ADVANCE™ Brand
at the 2004 meeting of the American
Optometric Association.

Sponsored by



DIVISION OF
Johnson & Johnson
Vision Care, Inc.

ACUVUE® Brand Contact Lenses are indicated for vision correction. 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, available from VISTAKON® by calling (800) 843-2020 or by visiting ACUVUE.com.

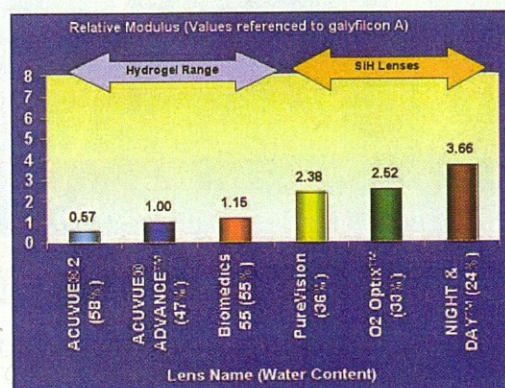
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hat do patients want from their contact lenses? If you ask them, they'll say they want lenses that are instantly comfortable and trouble-free. You can give patients what they're looking for by prescribing ACUVUE® ADVANCE™ Brand Contact Lenses with HYDRACLEAR™.

The HYDRACLEAR™ Advantage

What sets ACUVUE® ADVANCE™ apart from its competitors is its exceptional wettability. Other silicone hydrogel contact lenses use plasma coating to increase wettability, whereas HYDRACLEAR™ technology¹ combines this oxygen-rich material with an internal wetting agent that hydrates the lens throughout.

"Patients want lenses with a soft, silky feel. They want the feeling of wettability and the increased wearing time that wetter lenses make possible," says C. Steven Lancaster, O.D., of the Atlantic Eye Institute in Jacksonville, Fla. "I want my patients to be happy about how their lenses feel. Not just moderately happy, but extremely happy. If I can't satisfy my patients, I know they'll go elsewhere," he says.



"ACUVUE®

ADVANCE™ lenses are more flexible than Focus Night & Day,"² says Vishakha Thakrar, O.D., director of the Contact Lens Service at the Cole Eye Institute at The Cleveland Clinic. The higher water content of ACUVUE® ADVANCE™ lenses makes them more flexible and comfortable than Focus Night & Day. ACUVUE® ADVANCE™ has a modulus within the range of a traditional hydrogel lens (See "Relative Modulus") but delivers the oxygen transmissibility of a silicone hydrogel lens, keeping patients comfortable longer and their eyes whiter.

In addition to comfort, ACUVUE® ADVANCE™ lenses also contain a Class 1 UV-blocking agent that blocks more than 90% of UVA and 99% of UVB rays,³ says Dr. Lancaster.

Who Can Wear ACUVUE® ADVANCE™?

The best feature of ACUVUE® ADVANCE™ is that anyone can wear them. "New contact lens wearers, dropouts, people who have end-of-day discomfort and even children are prime candidates for ACUVUE® ADVANCE™," says Dr. Thakrar.

Long-lasting comfort, improved oxygen transmissibility and UV-blocking all contribute to the appeal of ACUVUE® ADVANCE™ with HYDRACLEAR™.

"Your patients will be satisfied by the increased comfort and wettability of ACUVUE® ADVANCE™," says Dr. Lancaster, "and satisfied patients definitely help your practice grow."

1. HYDRACLEAR™ is the VISTAKON® brand name for this technology.

2. Data on file.

3. WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as 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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