

ABBA Vision



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UPCOMING EVENTS

DEC 1-4th	SCOA , Hilton Head, SC
DEC 8th	AAO, San Diego, CA
JAN 11-15th	CLES, Orlando, FL
FEB 22-26th	SECO, Atlanta, GA

MESSAGE FROM LEE



The Holiday Season is once again upon us. What a wonderful time of the year. We celebrate this festive season with a little extra care for each other and a tendency toward the melancholy side, so I will try to refrain from too cruel humor for this edition of our humble effort to keep communication open with you. Allow me to tell you how grateful I am for the years of support given by the most wonderful Eye Care Practitioners in the world. Over the years I have been privileged to work closely with many of you. You have allowed me to be a small part in helping your patients enjoy all of the beautiful things GOD placed on the Earth. What a magnificent world we have been blessed with. Along the way we have managed to keep bread on the table, shelter over our head, raise a family and even take time to smell the roses on occasion. I am thankful for the many gifts I have been given by my Maker and I count high on the list the privilege to serve you, our most valuable customer and friend.

In another section of this edition you will find an article about a new Presbyopic Tool Kit to help your practice serve your maturing patients with an increased efficiency. I am also proud to be a part of the organization that developed this powerful practice-enhancing tool, the CLMA. We are selling it for a very small price but you will see the value quickly. It will make an excellent Christmas gift.

We Baby Boomers are reaching the age where we need a little help for close objects and some of us are just vain enough to think that, if we do not wear bifocal glasses, our friends, or those we are trying to impress, might not think we are such old geezers after all. Some of us even have a little money to spend. I have heard it referred to as "disposable income". I have met some of them, mainly Optometrist and Ophthalmologist, but I am told there are many more that for some unknown reason pursued a different profession in their early years and some of which even made as much, if not more money than Eye Doctors. Hard to believe, but they are out there.

The aging process is something that happens to all of us, if we live long enough, and none of us will get out of life alive. We will also not be allowed to take our massive accumulations of wealth with us as we pass into the next world. Although I am certain some of my more concerned friends will try to secure enough to buy an industrial sized air conditioner, I think their efforts will be in vain. Besides, success can not be measured with what you own when you depart this world; it is rather what you leave behind. I recently heard a story of an elderly man who lay dying in his bed. In death's agony, he suddenly smelled the aroma of his favorite chocolate chip cookies wafting up the stairs. He gathered his remaining strength, and lifted himself from the bed. Leaning against the wall, he slowly made his way out of the bedroom, and with even greater effort forced himself down the stairs, gripping the railing with both hands. With labored breath, he leaned against the doorframe, gazing into the kitchen. Were it not for death's agony, he would have thought himself already in heaven: there, spread out upon newspapers on the kitchen table were literally hundreds of his favorite chocolate chip cookies. Was it heaven? Or was it one final act of heroic love from his devoted wife, seeing to it that he left this world a happy man? Mustering one great final effort, he threw himself toward the table, landing on his knees in a crumpled posture. His parched lips parted; the wondrous taste of the cookie was already in his mouth; seemingly bringing him back to life.

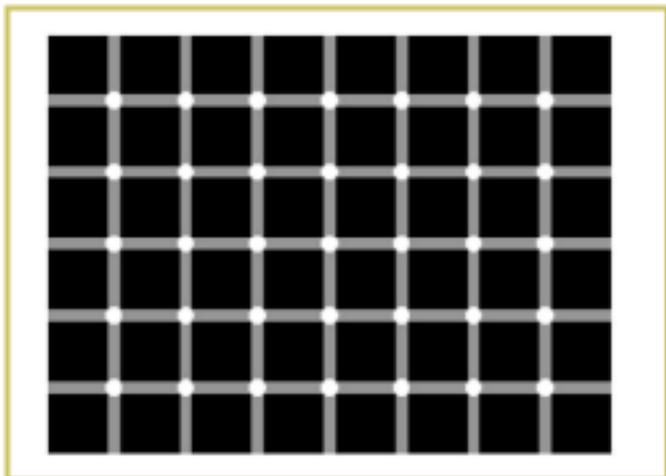
The aged and withered hand shockingly made its way to a cookie at the edge of the table, when it was suddenly smacked with a spatula held firmly by his wife. "Stay out of those," she said, "They're for the funeral."

OK, I tried to refrain from humor but I suppose it was a feeble attempt. In truth, I wish you a very Merry Christmas or Happy Hanukkah, and a Healthy, Prosperous and Joyful New Year.

SPECIAL PROMOTION

The first reader to count all the black dots in the image below and report to us with the correct number will receive one free pair of lenses from ABBA's proprietary multifocal/bifocal product line:

MVP Aspheric Multifocal, **EZEyes Hybrid** for Presbyopia, **Custom Eyes** Translating bifocal with lid rest technology, **EZ.1** and **EZ.2** progressive multifocals, or the **KnewVision** executive style bifocal.



LEGAL NEWS

TYRO-97 Receives FDA Marketing Approval

A new hydrophilic surface RGP contact lens material, TYRO-97 (hococon A), received FDA Marketing Approval on November 2, 2005. Bill Hoffman, President of The Lagado Corporation, announced the new approval at the 44th annual Contact Lens Manufacturers Association (CLMA) meeting in Las Vegas. TYRO-97 is a new hydrophilic surface fluoro-silicone-acrylate gas permeable (GP)



contact lens. The approval covers spherical, aspheric, toric and bifocal contact lenses for daily wear. The new material has an oxygen permeability value (Dk) of 97 and a wetting angle of 23°. The TYRO-97 formula contains a combination of hydrophilic monomers to produce a hydrophilic surface that is wettable and comfortable. TYRO-97 lenses combine high oxygen permeability with excellent wettability, stability and comfort. Lenses can be fabricated in blue, green, gray, blue/green and clear tints, with or without a UV filter.

BRAGGING RIGHTS

Treating Keratoconus does not need to be a mysterious undertaking any more. Whether your patient is in the early, moderate or advanced stages of the condition, we have the lenses to help you deliver the results they came to you for. We find our large diameter (9.5, 10.0, 10.5, 11.0 & 11.5), aspheric **Comfort Zone** lens works well for the early stages of Keratoconus.



ABBA-Kone Fitting System



ABBA-Kone is a proven design with thousands of successful patients enjoying clear, comfortable vision. A majority of the cases can be successfully fit with our ABBA-Kone lens utilizing our convenient 26 lens diagnostic set. We have recently redesigned the packaging of our ABBA-Kone set to allow greater ease of procedure. The new case is made of a sturdy material, laminated instructions, organized

polyvials, and a staging area for lenses in use and contains helpful hints to get you through the process quickly. During our promotional period the set (List price \$300) is offered for only \$100, after redemption of a \$50.00 coupon provided with the set.



The **Semi-Scleral 13.5** is an advanced design well suited for the advanced Keratoconus, Pellucid, or other highly irregular corneas. It is a specialized lens design and cannot be fit empirically. Although a major departure from traditional designs, the lens is surprisingly easy to fit with our diagnostic set, which is available either for purchase at a reasonable price or as a "loaner" set for an individual fitting.

SEMI-SCLERAL
T H I R T E E N F I V E

It is always nice to hear good things from our valued customers. We have many testimonials regarding the ABBA-Kone and Semi-Scleral 13.5 designs, some of which we have shared with you in the past. Here is another bit of encouraging communication we received recently:

ABBA Optical is always helpful with consultations when needed. After trying many options for some of my more

BRAGGING RIGHTS cont'd

advanced Keratoconic patients, I now prefer the Semi-Scleral 13.5 lens by ABBA as my lens of choice. My patients find it to be very comfortable and enjoy stable vision with the larger diameter design. Recently I fit a Veterinarian who was Keratoconic and a post RK patient with 16 incisions. The Veterinarian was having difficulty with vision during surgery due to fluctuating vision caused by an unstable contact lens fit. After refitting him with the Semi-Scleral design, his vision is now a stable 20/20.



Dr. Walter Krickich, Cartersville, GA



Treating Dry Eyes The Natural Way

Natural Ophthalmics' homeopathic technique treats dry eyes and other ocular conditions by using natural ingredients that stimulate the body's own immune system.

STINGING, burning, itching, grittiness, blurred vision, and light sensitivity are among the complaints of dry eye patients. Traditional treatments use artificial lubricants to replace the eye's tear film but often mislead the body's natural tear production into reducing its output in response to the seemingly abundance of tears, thereby further worsening the problem.

Natural Ophthalmics, Inc. reverses this cycle with its homeopathic products that encourage the eye to increase its own natural production of tears. Natural Ophthalmics Dry Eye Drops stimulate the body to produce more of its own tears to lubricate the eye. Company research shows that this approach is more effective in relieving the symptoms of dry eye as well as the causes of this condition and other ocular problems.

December Special

Buy 12 bottles, get two free!

NATO Allergy Drops
NATO Dry Eye Drops
-For Men
-For Women



Natural
OPHTHALMICS **RX**
Quality

CONTACT LENS TRIVIA

During WWII, surgeons noticed that spitfire pilots who had their canopies shot and had splinters of the plastic canopy in their eye did not suffer an inflammation from rejection.

This helped them to realize the material was suitable for making contact lenses - PMMA lenses were born out of adversity.



NEW PRESBYOPIC TOOL KIT

The Contact Lens Manufacturers Association has recently released an exciting new tool kit to help grow your contact lens practice. **Rx for Success, Building Your Practice with GP Bifocals and Multifocals** is a comprehensive package of video and printed materials designed to transform your presbyopes into your most loyal and profitable contact lens patients.

In this tool kit you'll find a CD that includes:

- Experience based testimonials from successful GP fitters
- Suggestions for typical fitting and evaluation techniques
- An easy to use professional fee calculator
- Actual demonstrations that will help you present patient options and answer those challenging questions
- Role playing examples to help staff answer telephone and in office inquiries, plus a glossary of terms to improve their understanding and communication skills.

Because it's true that a picture is worth a thousand words, the kit also contains a sample patient brochure, a reading card, and illustrated cards for you and your staff to make effective presentations of presbyopic contact lens options.

The cost for this tool kit from ABBA is \$15.95. The value to your practice.....PRICELESS!

Included Are Quick Tips On How To:

- * Present GP presbyopic options to your patients
- * Help your patients set expectations for wearing GP lenses
- * Choose the right patient
- * Choose the right lens
- * Fit & Evaluate
- * Market contact lens services to your presbyopic patients
- * Handle patient telephone inquiries
- * Apply & remove GP lenses