

# ABBA Vision

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## UPCOMING EVENTS

JAN 11-15th	CLES, Orlando, FL
FEB 3 - 5th	NCOA, Greensboro, NC
FEB 3 - 5th	Eye Cen. S., Dothan, AL
FEB 22-26th	SECO, Atlanta, GA

## MESSAGE FROM LEE



New Year Resolutions are made by most of us with every intention of keeping them in order to live happier, more productive lives. As I have seen many years come and go with countless

resolutions made and few actually kept, I have decided to make resolutions that are realistic and attainable. One of mine for 2006 is to investigate conflicts between personnel brought to my attention more closely before deciding a course of action to resolve the situation.

Things aren't always what they seem until you know the perspective from both parties involved in the dispute. Sometimes a person might say something without intending to insult the other person and sometimes we just can't help being a little too human in particular circumstances. For instance, there is the story of a husband who, upon arriving home, was met at the door by his sobbing wife. Tearfully she explained, "It's the druggist. He insulted me terribly this morning on the phone. I had to call multiple times before he would even answer the phone."

Immediately, the husband drove downtown to confront the druggist and demand an apology.

Before he could say more than a word or two, the druggist told him, "Now, just a minute, listen to my side of it. This morning the alarm failed to go off, so I was late getting up. I went without breakfast and hurried out to the car, just to realize that I locked the house with both

house and car keys inside and had to break a window to get my keys."

"Then, driving a little too fast, I got a speeding ticket."

"Later, when I was about three blocks from the store, I had a flat tire."

"When I finally got to the store a bunch of people were waiting for me to open up. I got the store opened and started waiting on these people, and all the time the darn phone was ringing off the hook."

He continued, "Then I had to break a roll of nickels against the cash register drawer to make change, and they spilled all over the floor. I had to get down on my hands and knees to pick up the nickels and the phone was still ringing."

"When I came up I cracked my head on the open cash drawer, which made me stagger back against a showcase with a bunch of perfume bottles on it. Half of them hit the floor and broke."

"Meanwhile, the phone is still ringing with no let up, and I finally got back to answer it. It was your wife. She wanted to know how to use a rectal thermometer."

"And believe me mister, as God is my witness, all I did was tell her."

## SPECIAL PROMOTION - ABBA-Kone System

For the first quarter of 2006, we are pleased to offer a special promotion on our ABBA-Kone Fitting System; It promises to be a **'deal you can't refuse.'**

### The NEW fitting system.

The new ABBA-Kone Fitting System leaves nothing out and covers every angle you require in your practice.

The sleek new design is professional and inviting. Durability is the word that comes to mind when thinking of the ABBA-Kone packaging. The outer shell is made of a sturdy casing to protect it from years of use. All the fitting guides and instructions are waterproof, and the lens cases--called polyvials--are robust like a clam protecting its pearl.



All 26 lenses are stored in polyvials that snap into the set. While diagnostically fitting your patient, there is a staging area to keep track of which lenses you're currently trying on. Each polyvial is marked so when you are finished, it can be easily returned to its spot in the set, safeguarding any lens mix-ups.

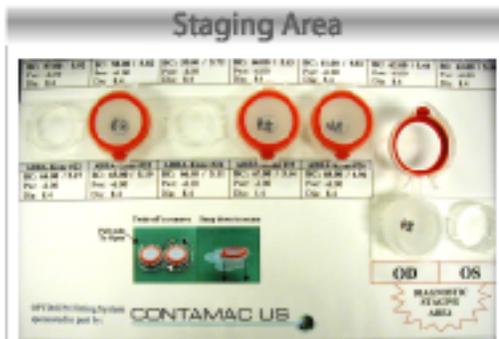
### The Promotion

For the 1st Quarter of 2006, ABBA will be placing the ABBA-Kone Dispensing System on special promotion. The system normally sells for \$300, but during the promotional period, we're offering a special deal. Order an ABBA-Kone Fitting System and it will ship to you with an invoice for only \$100!

At \$3.85 per lens, the set should be a **'deal you can't refuse'!**

Order by calling 800-331-2015  
or online, [www.abbaoptical.com](http://www.abbaoptical.com)

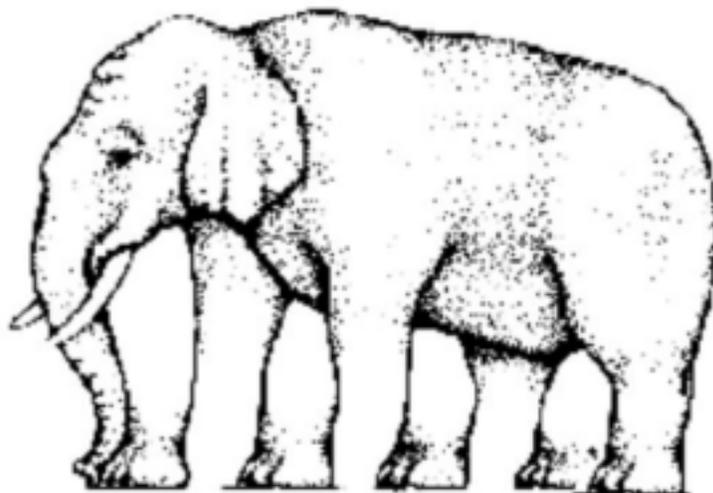
- \* Simplify Ordering
- \* Nice Presentation
- \* Ease of maintenance
- \* Strong casing
- \* Waterproof
- \* Stores easily
- \* Protects lenses
- \* Great price



## THE EYESIGHT OF AN ELEPHANT

Elephants are the largest and most power land mammals on earth. African elephants weigh between 3 and 6 tons and measure 10 feet to the shoulders! Amazing that they are, but unfortunately their eyesight is very poor. How does yours compare? Glance at the elephant's legs. How many can you make out?

Happy New Year and we wish you a successful 2006. May your patients' eyesight be better than the elephant's! 😊



## CONSULTANT'S CORNER

Last week I had an order to duplicate a left lens that a patient lost. Easy enough; we remade the lens and shipped it out that day. First thing next morning, I get a call back from the CL tech who ordered the remake. In frustration, she explained that she had just received a call from the patient who said they realized that it was actually their right lens that was lost.

One suggestion to help a patient keep track of their lenses is to make the right lens green and the left lens blue. Besides the obvious fact that the lenses are different colors, if the patient forgets which color is which, there are a couple of tricks to help them out. The word right has 5 letters and Green has 5 letters. Also the second letter in green is R for right. The word left has 4 letters and the word blue has four letters. Also you'll notice that the second letter in blue is L for left.

This may not be necessary for every patient, but it is great for some. And, it may seem like a small service now, but could earn you valuable repeat business and referrals down the road.

## NEW ABBAsoft PROGRAM

**Introducing the 3 for 1 Program. Get 3 lenses for the price of one!**

ABBAsoft Spheres and Torics have much to offer your patient.

Just in time custom manufacturing of soft lenses is what makes ABBA Optical unique. ABBAsoft lenses are never inventoried. Each is lathe-cut to order in a timely fashion, giving you maximum control over design parameters with quick turnaround. State of the art manufacturing equipment ensures consistent quality.



For 2006, we are proud to introduce a new ABBAsoft program designed to make ordering and billing to your patient extremely easy for you and your staff. The program is very straight forward: Order **risk free** trials of ABBAsoft Spheres or ABBAsoft Torics. Each lens will be billed at the single lens cost and full credit will be issued when returned if you need to refine the fit. When a successful fit is achieved, order 3 lenses for the price of 1 to complete 4 lenses for quarterly replacement. See details below!

### Single Lenses

- All single lenses are sold fully warranted
- 100% credit is issued on returned lenses
- Lenses returned for credit must be received in our office within  **90 days** of original ship date

### 3-for-1 Quarterly Upgrade

- Three lenses for the price of one
- A single lens must be purchased within the previous 6 months to qualify
- Limit one 3-for-1 purchase per single lens purchase
- Sold non-warranted only

### 4-Packs

- Sold non-warranted only

### What to Order

- For original fits**
  - order single lenses until a successful fit is achieved
  - send unused single lenses back for full credit
  - order a 3-for-1 quarterly upgrade to complete the annual supply
- For subsequent years**
  - If the prescription has changed, repeat the process (purchase single lenses followed by a 3-for-1 purchase)
  - if the prescription has not changed, purchase 4-packs

Pricing	division 1 power +30.00D sphere		division 2 power +30.00 D to +30.00 D sphere		lens charges (additional)		
	sphere	toric	sphere	Toric	standard rim	wider pupil	prismatic
Single Lenses	\$30	\$60	\$50 <sup>00</sup>	\$80	\$10	\$20	\$60
3-for-1 Quarterly Upgrade	\$30	\$60	\$50 <sup>00</sup>	\$80	\$10	\$20	\$60
4-Pack	\$60	\$120	\$100	\$160	\$20	\$40	\$120

## MULTI VIEW



After looking over the MVP Multifocal in 2005, the first thought that comes to mind is: **Most Vocal Performer**. We constantly get rave reviews back from patients and practitioners on the performance of the MVP.

Since its inception, the MVP Multifocal has been, and remains today, our "go to" lens for most first time presbyopic fits. It is a great all around lens. It is easy to fit, easy to adjust, and patients love it because it succeeds their high expectations of a multifocal contact lens.

The Bi-aspheric design (aspheric back and front surface) allows the prescribing care practitioner the flexibility of placing additional add power on the front surface of the lens when needed without compromising the existing base curve/corneal fitting relationship. The MVP design, joined with top of the line materials, make an incredibly comfortable contact lens.

Join the choir, let us hear your **VOICE**, your staffs, or your patients' very soon! Best of luck in 2006.

*MVP is available in a Dispensing System for increased efficiency. Contact your sales professional or our customer service on the ease of placing the MVP Dispensing System in your office.*

## BRAGGING RIGHTS

*I love my new contact lenses. They're easy and work great. I work in a biology lab and I'm constantly looking up and down under my ventilation hood. These contacts work great and it is a blessing not having to keep up with my glasses.*

*-D.G., new MVP wearer*



**ABBA Proudly Displays The Seal of Excellence**