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UPCOMING EVENTS

May 02	- UAB School of Optometry Golf Tournament Scholarship and Research Benefit
May 22	- Dr. Rex Willoughby Memorial Optometric Golf Tournament
June 23-25	- American Opt. Assn. Annual Meeting
July 08-09	- GA Optometric Assn. Annual Meeting
July 28-31	- Global Orthokeratology Symposium



Dr. Barry Adler in North Carolina wrote us a testimonial on our MVP lens to be used in print for the Patient Brochure which helps present the MVP option for presbyopic correction to patients. We changed a few things around for placement in the brochure to help it appeal more to the patient but the article lost some of its pizzaz as we reworded it. Sometimes, things taken out of context just do not have the same impact. So, in this issue of our newsletter, in the section reserved for "bragging rights", we have printed the testimonial as it was written by Dr. Adler; with his permission of course.

Sometimes, things taken out of context have an entirely different meaning. Farmer Joe decided his injuries from the accident were serious enough to take the trucking company responsible for the accident to court. In court the trucking company's fancy lawyer was questioning farmer Joe.

"Didn't you say at the scene of the accident, 'I'm fine,'" asked the lawyer.

Farmer Joe responded, "Well, I'll tell you what happened. I had just loaded my favorite mule Bessie into the..."

"I didn't ask for any details," the lawyer interrupted, "just answer the question. Did you not say at the scene of the accident, 'I'm fine!'?"

Farmer Joe said, "Well, I had just got Bessie into the trailer and I was driving down the road..."

The lawyer interrupted again and said, "Judge, I am trying to establish the fact that, at the scene of the accident, this man told the highway patrolman on the scene that he was fine. Now several weeks after the accident he is trying to sue my client. I believe he is a fraud. Please tell him to simply answer the question."

By this time the judge was fairly interested in Farmer Joe's answer and said to the lawyer, "I'd like to hear what he has to say."

Joe thanked the Judge and proceeded, "Well, as I was saying, I had just loaded Bessie into the trailer and was driving her down the highway when this huge semi-truck and trailer ran the stop sign and smacked my truck right in the side. I was thrown into one ditch and Bessie was thrown into the other. I was hurting real bad and didn't want to move. However, I could hear ol' Bessie moaning and groaning. I knew she was in terrible shape just by her groans. Shortly after the accident a highway patrolman came on the scene. He could hear Bessie moaning and groaning so he went over to her. After he looked at her, he took out his gun and shot her between the eyes. Then the Patrolman came across the road with his gun in his hand and looked at me." He said, "Your mule was in such bad shape I had to shoot her. How are you feeling?"

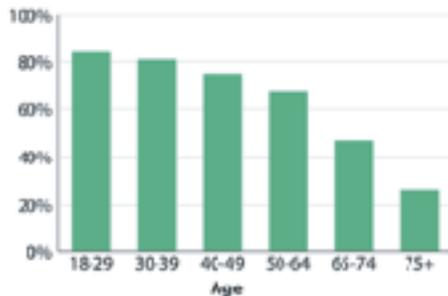
# EZEyes Hybrid Featuring Lid Rest Technology

## A Translating Design with Intermediate Vision

The EZEyes is a new hybrid bifocal that we've had much success with as it fills the needs for many presbyopes today. Clear intermediate vision is a must for today's presbyopes. The use of a computer among, other things (golf, shooting, driving), has been a large factor in the demand for clear intermediate vision. The percentage of maturing Americans using computers has been growing and will continue to grow and those presbyopes need the intermediate field of vision required for their computer screen.



EZEyes is a progressive translating design for those patients who require a greater intermediate field of vision as well as sharper optics for near point. With EZEyes, your patient can enjoy the best of both worlds. The



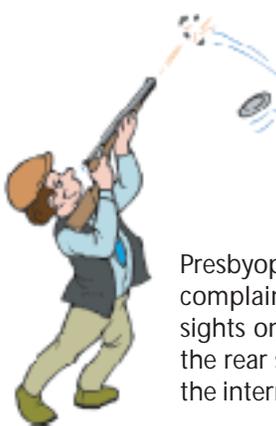
Data from: Microsoft Corp.

comfortable distance and intermediate acuity provided by and aspheric multifocal and the clarity at near point found with a translating bifocal.

EZEyes combines two of our current lens designs; **Custom Eyes Bifocal**, a translating, non-truncated design on the front and **EZ.1 Multifocal**, our progressive, poly-aspheric multifocal on the back.

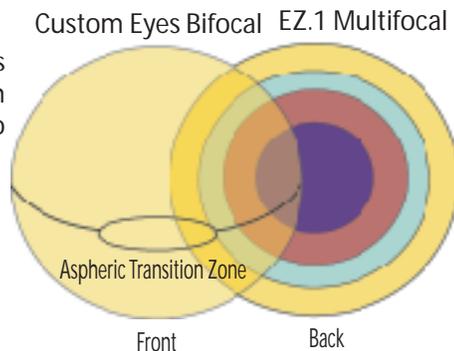


EZEyes also features **Lid Rest Technology**, a proprietary design that provides a uniform distribution of pressure on the lower lid, which results in greater comfort for your patients.



Presbyopic **hunters and sportsmen** have always complained about not being able to see all the sights on their rifle. Most of the time they can see the rear sight and the far off target, but cannot see the intermediate sight at the end of the barrel.

The Custom Eyes Bifocal merges with EZ.1 Multifocal to create **EZEyes**.



**Lid Rest Technology at Work.** Creating uniform edge profile lets the lens rest on the lid, creating an evenly distributed "cushion" for the lower lid and allows for proper lens translation in downward gaze.

Have the vision you once knew



KNEWVision is a straight line, segmented, translating bifocal. It is often used for those patients that prefer the "Executive" style bifocal.

With a wide range of base curves, power, and diameters available, KNEWVision's large field of vision at near point provides an increased level of reading comfort for those demanding presbyopes.



A large field of vision for near point acuity



## CLMA SEAL OF EXCELLENCE

On November 24th the **Contact Lens Manufacturers Association** announced the results of its independent quality control evaluation of GP contact lenses produced by member laboratories. Based on tolerances established by the American National Standards Institute (ANSI Standards Z80.20 - Contact Lenses) I am pleased to announce that **ABBA** has been granted the **2005 CLMA Seal of Excellence**.

The CLMA Seal of Excellence signifies a high degree of manufacturing expertise needed to meet a demanding level of inspection, and to produce high quality contact lenses which meet or exceed applicable industry standards.



Only Leading Manufacturers Are Awarded  
**The Seal of Excellence**

## BRAGGING RIGHTS

Testimony: **Dr. Barry Adler**

We all know that the demand for multifocal lenses is growing every year, and much to my satisfaction, fitting them has finally become easier. Since receiving my 100 lens MVP inventory set, I no longer hesitate to recommend HGP lenses for presbyopes. Monovision correction is rapidly becoming obsolete as great distance and near vision is now so much easier to obtain with the MVP lens. I can pre-screen my patients and perfect the fit and vision with much less chair time, often dispensing lenses directly from the inventory set, with successful fits over 90% of the time.

My patients are thrilled with the comfort and vision achieved with the MVP lens. Lee Dickerson at ABBA is to be congratulated for making me a multifocal fitting expert.

**M · V · P**  
M U L T I F O C A L

## SUPPLIES

It's Spring and it's time for a little spring cleaning in the ABBA supply room. We have stocked inventories on many of your daily needed supplies. Some supplies are overstocked and what a better way to perform some spring cleaning than to offer you special pricing. For the month of May the items below will be priced as listed.

	Regular	May Special
Bio Glo Strips 300/box	\$25.95	\$20.76
Bio Glo Strips 100/box	\$8.95	\$8.50
Lissamine Green 100/box	\$19.95	\$15.96
Rose Glo Strips 100/box	\$14.95	\$11.96
Softglo Strips 50/box	\$19.95	\$15.96
Fluorocaine 5ml	\$6.99	\$5.59
Fluorox 5ml	\$5.99	\$4.79
Tetracaine 0.7 mL X 12	\$60.00	\$48.00
Flura Safe 6ml	\$9.95	\$7.96
Phenylephrine 2.5% 15mL	\$5.00	\$4.00
Phenylephrine 2.5% 5ml	\$4.00	\$3.20
Phenylephrine 10% 5mL	\$7.00	\$5.60
Homatropine 5% 5mL	\$7.50	\$6.00
Gonioscopic Solution 2.5% 15mL	\$7.00	\$5.60



Ophthalmic Eyes, Test & OTC Pharmaceuticals