



ABBA Optical Inc,
2230 Centre Park Ct.
Stone Mountain, GA 30087

770-498-8545 800-331-2015
770-498-0536 Fax
www.abbaoptical.com

In This Issue

Changing The Tone

Changing The Tone Cont'd

Message From Lee

Upcoming Events

Mar 5-8: CLSA, New Orleans,
LA

Mar 29: Louisiana State
Association meeting,
Alexandria, LA

Apr 3-5: VS National Meeting,
Orlando's Gaylord Palms

Jun 5-8: GOA Annual Meeting

Receive By Email

If you prefer, we can send you
our newsletter by email, just
send a request to
info@abbaoptical.com with
your mailing address to take off
and your email address to add.

ABBA Vision

Changing The Tone

I recently read an article that at first was rather sad and depressing. It was forwarded to me by a friend with only the link, no message.

The article started off about how the Food and Drug Administration plans to convene a large, national study to examine the relationship of lasik complications and quality of life, including psychological problems such as depression.

In the article, several examples were included to shed some light on how frustration and even sorrow can follow any unsuccessful surgery, but when the procedure leaves a patient with unremitting eye pain or permanently impaired vision, the emotional toll can be particularly severe.

One man, who could not endure an unsuccessful lasik surgery was Colin Dorrian, 28, a patent lawyer and medical student from suburban Philadelphia. He committed suicide last summer, 6 1/2 years after lasik surgery left him with lasting visual distortions.

Another lady in Cleveland, TN, Kim Hybarger, 44, a nurse, developed debilitating visual distortions after a lasik surgery in 2006. She has tried to walk into traffic, cut her throat and even starve herself.

She was quoted as saying, "I was filled with anger," I felt so hopeless and helpless. I just wanted to die. The way I saw was so frightening."

Her vision was blurry. She had ghosting (giving an example of the moon having 8 overlapping copies). She experienced things like bright lights erupting into irregular star bursts in the shape of chicken feet. Hybarger compared her vision to looking through glass that is cracked and smeared with grease. She stopped driving, exercising, working and going to the grocery store. She couldn't read a book or watch television.

One of the reasons the article was so sad to me is the evident fact that these people had so much unhappiness in their lives and some even to the point that they would take their lives, but another tragedy is that I've seen many cases like this turn into a real positive. In the specialty lens business, we see many

continued on pg 2

Changing The Tone (cont'd)

irregularities, whether it's post lasik or an ectasia, and many times a successful fit for the ECP and patient is a life changing event. Reading this brought to my attention the many people we could have helped. I wondered why my friend had sent this depressing article to me. Then I got to the last couple of paragraphs that changed the tone of the article.

Ms. Hybarger's mental state reversed its downtrend when our good friend Dr. Ed Boshnick, a Miami optometrist, offered to fit her with special contact lenses, our ABBA Surgical C4. Surgical C4 can restore the cornea's shape and correct visual distortions.

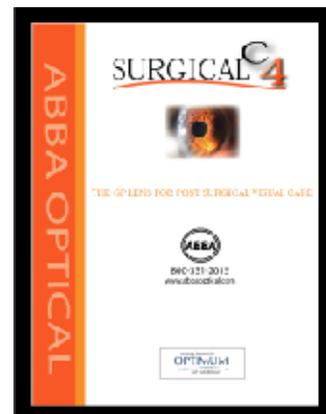
Dr. Boshnick is one of a handful of specialists who have had considerable success fitting the lenses. Hybarger is one of about 250 patients with complications from lasik who regularly see Dr. Boshnick. About half of them suffer symptoms of depression. We have experienced a significant increase in sales of Surgical C4 with the rising number of Americans who had lasik since 2000.

Ms. Hybarger left Miami remembering the moment she first looked through her Surgical C4 lenses.

"It was indescribable," Hybarger said. "It was like the first time I smiled in a year."

We're certainly not making a case for or against Lasik, but unfortunately the fact is there are people who have had lasik or RK and are currently not in very good shape. The good news is that in many of these patients something can be done to improve their vision and lives. We encourage you to take advantage of our experience in fitting these patients. With our experience and our reverse geometry Surgical C4 lens, we can help bring happiness back into the lives of many who desperately need it. We have a diagnostic set called the Surgical - C4 Fitting System and can walk you through all the steps. Call us to find out more or to borrow or purchase the system. Like this article, you can change the tone from devastated to exuberant.

SURGICAL C4



Message From Lee



There are only 17 months between the ages of my two youngest. When they were very young, we kept them as active as we could with organized athletics and church events. Due to their ages being so close together, every other year they would be on the same team for baseball, basketball, and soccer. During the years they were on separate teams it was very difficult to get them to all of the practices and games, as you can well imagine. While they were still very young, just playing Peewee baseball, one of their teammates became fast friends with both of them. He was a stocky little fellow and a good sport. As my Sons grew this young man was a familiar face around our home. It was always a joy to see them playing together. He was being reared by loving parents that gave him many of the same strengths and foundation for life that my wife and I were passing on to our three

Message From Lee - cont'd

children. They were the best of friends through the difficult teenage and high school years. After graduation from high school my Sons elected to join the military and serve their country prior to college, while this young man decided to pursue a degree in finance.

When my middle Son found the love of his life and married her in 2001, he asked his civilian good friend Jess to be his best man at his military wedding. Jess, after all, is considered a de facto part of our family. The following year, as Jess was graduating from college, he also worked as my campaign manager during my unsuccessful bid for Georgia's 9th Congressional seat in the United States Congress. During this time, I also came to know of, and respect his talent with computer programs, software, and web design. Although it was not his major in college, it was a passion for him and he was quite good at it. We worked hard and had fun with the campaign, but fortunately I came in second. During our many conversations on the campaign trail, he confided to me that it was his dream to one day own his own business. After the campaign, Jess followed his financial education into the derivatives markets with a well-known brokerage firm.

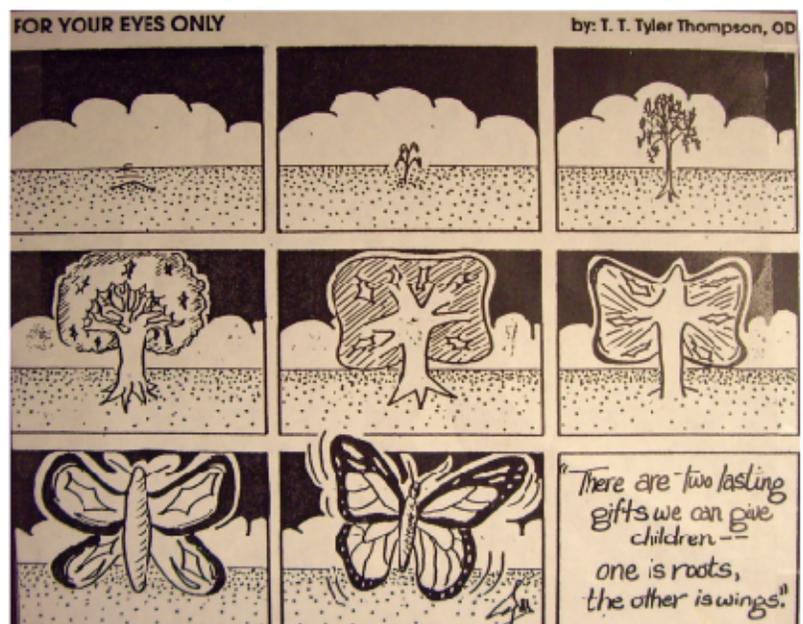
In late November of 2004, Jess came to me and told me he would like to work for me full time and learn how to run a business, so we made an agreement. For two years, Jess would work for me bringing his various skills in design, marketing, and IT, and in return, I would give him the benefit of over 20 years experience operating a successful business. At the end of two years, if he wanted to stay, he would be more than welcome, and if he wanted to leave to pursue his dreams, he would have my blessings. In January 2005, Jess Brown came to work for ABBA Optical as Marketing and IT Manager. Now, over three years later, Jess has performed remarkably for our company. For instance, our website is among the best in the industry, providing helpful information to our customers, allowing online ordering, automatic payments, immediate reproduction of invoices, password protection on sensitive issues, easy to maneuver and friendly to the user. I am proud of the job Jess has done within our company.

Over the years, I have discovered that one of the few things that remain constant--is change. Jess has now made the decision to make a big step and pursue his dream of being an entrepreneur. He has discovered a rather large need for website design and marketing for small businesses, such as Private Eye Care Practitioners, and is forming a company called, fittingly, J Brown & Company. His mission is to help small to medium sized businesses successfully market themselves through the internet.

We'll miss Jess, but he won't be gone for good. He will continue to work with ABBA on a consultative basis and we will be one of his very first and proudest customers. One of Jess' trademarks is his ability to use technology and make it simple for all to use. He has setup systems and procedures here at ABBA that will make his departure from our company seamless and go practically unnoticed by our customers.

If you have a need for new website design, work on your existing site, or marketing in general, I encourage you to get in touch with Jess at www.jbrownco.net. He is very familiar with our industry, has reasonable rates, and will make you a happy customer.

I am proud of the work Jess does and happy that he chose me to be somewhat of a mentor for his business career. The drawing to the right is from Dr. Tyler Thompson, publisher of Tyler's Quarterly. It had profound meaning to me at the time of its original publication many years ago, and I have kept a copy of it in a visible space in my office as a reminder. Dr. Thompson was kind enough to give me permission to print it in this month's newsletter, as it is particularly applicable as Jess embarks on his pursuit for independence.



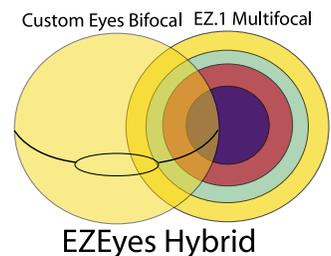
Congratulations!

Congratulations are in order to Mary Snavelly. Starting with us in January of 2005, Mary quickly started assuming responsibilities in the shipping department. She's made many adjustments to shipping methods that ensure your packages arrive correctly and on time. Last Friday February 8th, Mary was promoted to **Supervisor of Shipping and Receiving**. Congratulations Mary and thank you for all that you do!



EZEyes Hybrid - A Great Combination

EZEyes is a hybrid lens for presbyopia. It allows patients to enjoy the best of the bifocal and the multifocal. The comfortable distance and intermediate acuity provided by an aspheric multifocal is found on the back surface of the lens, and the clarity at near point supplied with a translating bifocal is found on the front of the lens. EZEyes is a progressive translating design with a large intermediate field of vision. The bifocal is segmented, but has no interruption due to a small aspheric transition zone. The edge features a proprietary technology called lid rest technology, creating a more comfortable edge for translation.



EZEyes Hybrid