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In This Issue

**EZEyes Brings In
The Dough...nuts**

**New Eye Care
Products**

Toys For Tots

Message from Lee

Upcoming Events

Nov 22-23: Thanksgiving,
[ABBA Closed]

Nov 29 - Dec 2: SOA Hilton
Head, SC

Dec 24-25: Christmas,
[ABBA Closed]

Jan 25-27: Global
Keratoconus Congress, Las
Vegas, NV

ABBA Vision



EZEyes Brings In the Dough...nuts

David Winner, O.D., or as his patients call him, Dr. Dave, has been an ABBA customer since opening his practice, VisualEyes, in the year 2000. Dr. Winner has been fitting a many patients with our EZEyes Hybrid for presbyopia. He says "my patients enjoy the comfort and crisp acuity. The easy transition from distance, through intermediate to near, really helps new bifocal wearers adapt to the new modality."

So how did Dr. Winner begin prescribing the EZEyes? Well, some time ago, Dr. Dave agreed to fit one of his astigmatic patients in EZEyes. "I wasn't expecting much. I had told the patient that I would try to fit them, but it wasn't going to be a slam-dunk exactly. I called in the k's and rx and told ABBA to have fun with it," said Dr. Dave.

Using our computer lens design program, we designed, manufactured and shipped the lenses to Dr. Dave's office. After fitting and evaluating the lenses on the patient, Dr. Dave was astounded. "The lenses were perfect! The fit looked great, the patient was comfortable, and could see 20/20 at distance and near."

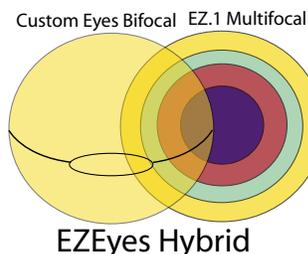
Passing this off as a stroke of luck, Dr. Dave then had another astigmatic patient interested in bifocal contact lenses. "I called Robert and made a bet with him. If ABBA could manufacture the EZEyes bifocal bitoric lenses and get the fit correct the first time, I would bring them 10 dozen donuts." Being the competitor he is, Robert took the challenge, designed the lenses, and we sent them out.

"The result was really amazing", said Dr. Winner. "Comfort was good, vision was great. The OD looked perfect. The only thing I could find wrong was the OS was rotating just a tad, so I reordered the lens with just a little more prism. However, the patient was so happy, he insisted on wearing the lenses home, and I was certainly ok with that."

The patient and Dr. Dave were satisfied, but Robert wasn't. Robert was determined to hold Dr. Dave to the bet.

Robert said, "The OD was perfect, that should at least get us 5 dozen doughnuts. If I didn't know Dr. Dave better, I'd say the only reason he wanted to add the prism was because the \$7 material recovery fee for the lens is cheaper than 10 dozen doughnuts!"

cont'd on page 3



Natural Eye Care Products

from



We are pleased to introduce to you a line of eye care products from Natural Ophthalmics that will have a positive impact for your patients. The products come in three modalities, drops, pellets and capsules. The treatments cover the most common acute and chronic conditions from dry eye to macular degeneration.

These natural eye health treatments provide you with the products and protocols to deliver expert natural care. Rather than masking symptoms, Natural Ophthalmic products stimulate and support the body's self-healing capabilities.

You might consider these products as additional treatment options in your practice.

As always, if you have any questions, give us a call 800-331-2015. You can also order online at www.abbaoptical.com, click on the Eye care products section.

Oral Cataract 3-Part Treatment



1. **Nutraceutical capsules** increase nutrient and oxygen transfer via the aqueous supporting a clear crystalline lens.
2. Cineraria Maritima **eye drops** can be used to halt and reduce cataracts.
3. Total Ocular Function **oral spray** (see description right)

Ocular Function oral spray



Increases uptake of the most important Nutraceuticals and Anti-Oxidants by several times over hard pressed pills. This is essential for patients with compromised nutrient absorption via the digestive tract, for people having difficulty swallowing pills or taking too many, and especially for more advanced chronic conditions.

Macular Degeneration 3-Part Treatment



1. **Nutraceutical** Support for the Macula contains dosages to heal and maintain the macula. Capsules come in convenient *daily packs*.
2. Homeopathic **Oral Macula Pellets** Trigger the body's self-healing capabilities.
3. Total Ocular Function **oral spray**

Dry Eye Drops Just For Women & Drops For Men



Women experience more dryness due to hormone fluctuations so there are two formulas to address the unique dryness patterns of each gender.

ABBA & Toys For Tots

Join us in our efforts to support the Toys For Tots Foundation this year. For each pair of our Presbyopic lenses you order, we will donate \$1 to the Atlanta Toys For Tots Foundation.

After each order you place, whether for presbyopic lenses or not, we will invite you to also contribute to the foundation by specifying a dollar amount. The total amount you contribute will be added to total collected for each presbyopic lens ordered.

Help us send a message of hope to needy youngsters that will motivate them to grow into responsible, productive, patriotic citizens and community leaders.



Your support will help needy children throughout the United States experience the joy of Christmas!

The time period for the program will be Thursday November 15th through Friday December 14th. On Monday December 17th we will make our donation.



Happy Holidays From **ABBA**

EZEyes Brings In the Dough....nuts, cont'd

Robert is pretty persistent and persuasive. By the time you read this, I imagine ABBA will have had some donuts and Dr. Dave will have plenty of dough to pay for them after collecting his fee for such a great fit!

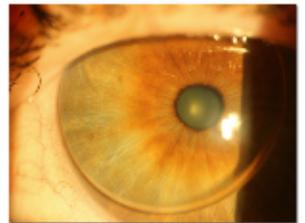
EZEyes is a hybrid lens for presbyopia. It allows patients to enjoy the best of the bifocal and the multifocal. The comfortable distance and intermediate acuity provided by an aspheric multifocal is found on the back surface of the lens, and the clarity at near point supplied with a translating bifocal 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

Message From Lee



In the last newsletter, I wrote how important we believe it is to have a live, helpful person available each time you call our office and that we strive very diligently to listen to your needs, concerns, instruction, feedback, etc. Our consultants especially depend on your feedback when designing a lens for you or when recommending an adjustment.

Today, with the use of topographers and the emerging prevalence of digital cameras in offices we sometimes are not limited to the single dimension of just hearing how the lens performs, we can actually see the results of our work. Many practices are now sending us digital pictures of their patients with the lens on the eye in order to aid us with obtaining the proper fit. We also just recently added a color fax in our office to receive topographies, pictures, fluoroscein patterns, etc, if you have a color fax in your office, just fax to 800-441-2015.



Images like this can help consultation visualize how the lens is performing.

Specialty contact lenses are unique in that each lens is made specifically for your patient. We rely solely on your instruction and feedback to manufacture a lens that gives your patient the best comfort and acuity. I believe we have a great record of success. We have helped with many successful fits over the years; some that were truly amazing. With the influx of technology we believe things will only get better. We thank you not only for your business, but also your good instructions. Without your guidance, we will be unaware of our surroundings, much like the man who goes into an eye care practice with his dog. The man walks up to the front desk and asks for an appointment. The attendant says "Sir, this is a professional establishment, you can't bring that dog in here!" The guy, without missing a beat, says "This is my seeing-eye dog." "Oh," the attendant says, embarrassed. "I'm sorry, please have a seat and someone will be with you shortly." The man takes his seat in the waiting room.



Another guy walks in the office with a Chihuahua. The first man, who wasn't really blind but just lying to bring in his dog smiled and thought the second man was up to the same trick. "You can't bring that dog in here unless you tell the attendant it's a seeing-eye dog." The second man graciously thanks the first man and continues to the front desk. He tells the attendant he's there for an appointment. The attendant, feeling like she's now being taken advantage of, says "Hey, you can't bring that dog in here!"

The second man replies, "This is my seeing-eye dog." The attendant says, "No, I don't think so. They do not have Chihuahua's as seeing-eye dogs." The man pauses for a half-second and replies "What?!?! They gave me a Chihuahua?!?"

Have a wonderful Thanksgiving, Merry Christmas, Happy Hanukkah, and Happy New Year!

Website Redesign

If you haven't logged on to www.abbaoptical.com lately, please check out our new redesign. Some time ago we completed a major overhaul of our website, and we have continued to add tools like online ordering, invoice request, online bill payment, conversion tools, topography submission and much more. We decided to redesign the site to offer a fresh new look with easier navigation and better performance. At ABBA, we are intent to stay at the forefront of technology in the lab, our service, consultation, and our website! Thank you for all the positive feedback and thank you for your business.



Distinguish Your Practice With our Orison lens for Corneal reshaping.

If you're starting a new practice or want to distinguish yourself from other practices, starting or revamping your corneal reshaping program is a great means of doing so.

The direct advantages of Corneal Reshaping are fairly well known to eye care professionals. A successful patient can go without wearing glasses or contact lenses during the day, sometimes even for two or three days. Many patients prefer this alternative to refractive surgery. Some patients may even experience a slower progression of myopia.

The indirect advantage of successful corneal reshaping patients is the marketability. Corneal reshaping is still an unknown method to the general population so when you, your successful patients, and your staff tell others about this process, patients perceive your practice as special or revolutionary; and they will be more open to coming to your office and/or seeking your specialty services.

Easy way to get started: go to www.abbaoptical.com, click on Gas Perm Lenses, then click on Orison. You can get certified to fit the Orison Lens as well as create a Personalized Patient Brochure for your practice that explains all the benefits of corneal reshaping to your patients.

Our Orison For Corneal Reshaping lens design has resulted in many happy patients.

