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### Featured Product

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## Upcoming Events

Jan 23-27: Global Keratoconus  
Congress, Las Vegas, NV

Feb 1-3: Eye Center South,  
Dothan, AL

Feb 28-Mar 1: SECO 2008,  
Atlanta, GA

Mar 5-8: CLSA, New Orleans,  
LA

## Receive By Email

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# ABBA Vision

## Attacking Keratoconus

With the Global Keratoconus Congress coming up, Keratoconus has been in our thoughts a lot. We have several lenses that are specially designed for your cone patients.

One of the designs we've been using a lot of lately and have been discovering new uses for is our **Semi-Scleral 13.5**. In the more advanced to extreme cases of keratoconus, the Semi Scleral 13.5 vaults right over the cone and can provide exceptional vision (see the images to the right).

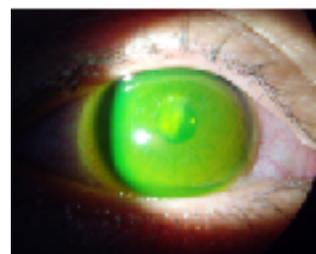
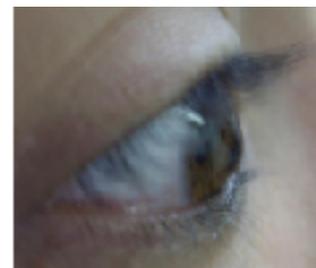
Eye care professionals also have a lot of success using **ABBAKone**. I recall a case just recently that was a unique and interesting fit. The patient had tried several options before ABBAKone and if the fit wasn't the problem, the acuity was. After trying ABBAKone for the first time, we made one base curve change to perfect the fit. After the base curve change, the fit was great, but the patient was not getting good visual acuity. The over refraction was revealing a lot of cylinder. So we worked in the over refraction and made it a front surface toric ABBAKone!

Nicolle from Dr. Segal's office in Duluth, GA helped out a lot with the fitting and said, "the patient was ecstatic. The topo looked like a sea of red so we were really surprised with the result. The lens was very comfortable and provided crisp clear vision."

Another lens we use for early to moderate Keratoconus is **Comfort Zone -5**. Comfort Zone -5 is used in the early stages of Keratoconus when the cornea isn't actually ready for a cone lens but a standard spherical lens doesn't perform well either. The aspheric design and larger diameter of the Comfort Zone -5 helps the lens align better and stabilizes vision.

All these lenses can be found in our **ABBA k3 Fitting System**. As our newest fitting system, it also offers one of the best prices; we have a plan to place the system in your office at no charge.

To find out more about ABBA k3 or any of our diverse keratoconus designs, visit us in Las Vegas at the GKC (see Sign up article page 3) or call 800-331-2015.



*This patient has an advanced case of keratoconus and was fitted with our **Semi Scleral -13.5** lens.*

## ABBA + EyeMagination - 3D Eye Home

Recently we began participating in a new project in partnership with EyeMagination. The project is called 3D Eye Home and functions as a communication tool that extends beyond the practice and into the patient's home. It bridges the gap between vendors and practitioners, practitioners and patients, and vendors and patients. 3D Eye Home contains fully narrated presentations where the effectiveness and neutrality of patient education explains difficult concepts and procedures while vendor specific advertising educates the patients on what products and services are available.

The idea is, you can send your patients an email encouraging them to launch the 3D Eye Home program, which is internet based. Additionally, you can encourage them to view certain animations that would be beneficial to your

***The patient will be able to view an educational animation about the condition of presbyopia***

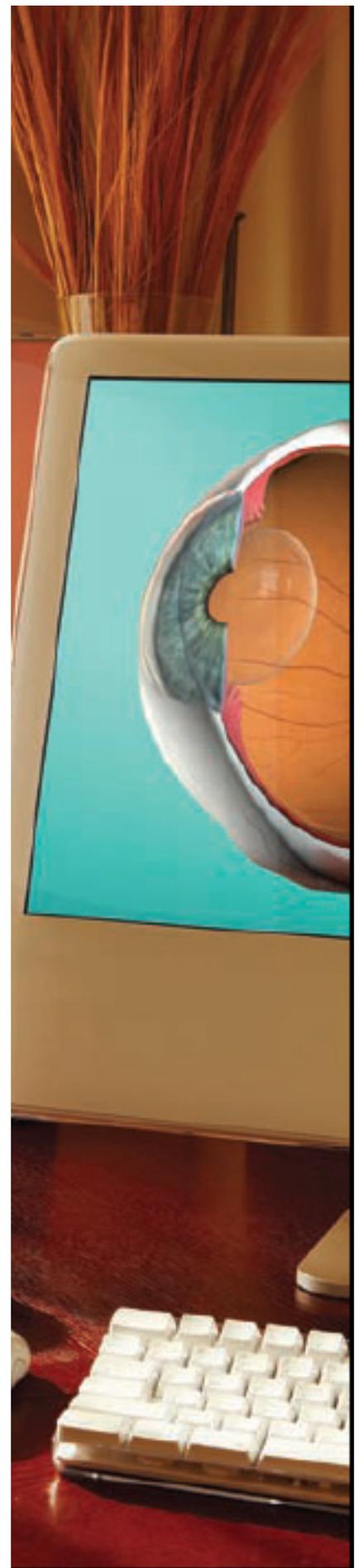
patient. Say for example you have a patient who is becoming presbyopic and you know they will be coming in for their annual exam in one week. To get them familiar with presbyopia and the options to treat their condition, you can send them the 3D Eye Home email encouraging them to view the content on presbyopia. The patient will be able

to view an educational animation about the condition of presbyopia and at the end of the video, they can learn about options to treat presbyopia; including options for bifocal glasses, as well as our MVP.

This program will greatly help you educate and communicate with your patients. One of the main reasons we are participating is we believe that many patients are unaware that they can wear bifocal contact lenses such as our MVP, and we feel that if patients are provided the option, and explained the benefits, they will choose to try MVP and ultimately choose MVP as their preferred modality for presbyopic correction.

This is a great opportunity for you to market to the patient before and after the appointments, get your name out, and effectively communicate the intricacies of the eye with your patients.

To get started, email [jess@abbaoptical.com](mailto:jess@abbaoptical.com) or call 800-331-2015.



## Sign Up & Win!

SECO and some other important meetings are just around the corner and we want to make sure we are able to spend some good quality time with you. To ensure we don't miss you, we've setup online scheduling so you can see the exhibit hours, choose a time convenient for you and we'll block it off so we're only focused on you and your contact lens needs. We will also make it interesting for you by offering several gifts you can win; one of which is a LAPTOP! All you have to do is go to [www.abbaoptical.com](http://www.abbaoptical.com), find the Upcoming Meetings section (right hand column below site navigation), click on the meeting you'll be attending and then find a convenient time to stop by our booth. Don't be afraid to sign-up early. By signing up early, you'll be sure to get the best time and you don't have to worry about forgetting because we'll send you an email a week before the meeting reminding you of your appointment time. See you there!



## Toys For Tots Report

This year we decided to create a program to donate to a wonderful organization, the Toys For Tots. We manufacture specialty contact lenses, with the mission to help people see all the beautiful things God has made. This Christmas we also wanted to help little boys and girls see the beautiful gift of giving.

I'm happy to report, the ABBA Toys For Tots program was a great success. If you didn't hear about the program, we donated \$1 for every pair of presbyopic contact lenses you bought between Nov 15 and Dec 14.

After the program was over, some fine young Marines came by our office to pick up a check for \$2,650. We really love the Toys For Tots and feel confident they make the best use of the resources they have. Several of you matched or made a contribution yourself and we really appreciate that. Thank you for purchasing our lenses. Hopefully you were able to help give your patient great vision with our products, and at the same time, you also gave some needy children a vision of a bright future.

## Happy New Year!



***I was thinking about making a New Year's resolution, but what the heck -- why tamper with perfection?*** ? I read this the other day during the buzz of New Year's resolutions and got a good chuckle out of it. After my laugh, I began to think, the true perfectionist will always tamper and try to make things better. The New England Patriots just finished a perfect 16-0 season, unbeaten, a feat accomplished only a few times in the NFL. In an interview, their head coach Bill Belichick (also named coach of the year) was asked which team they were focusing on the most in their upcoming playoff games. Expected to name one of the other stronger teams, he said "we're focusing on ourselves. We have to improve, there are many areas."

I'm not even a Patriots fan, but I found this a bit of fresh air. Instead of focusing on competition and trying to figure out ways to beat them, they are figuring out ways to better themselves and improve their game. They know if they take care of that, the results will take care of themselves.

At ABBA, we take the same approach. We always try to improve our products and services. As striving perfectionists, we will never consider our service perfect, so we'll constantly be improving. We also have dear friends in the industry that you might say we share the market with instead of compete against. We always instruct our customer service and sales staff never to put down another product or company, only to present the benefits of our products, and we believe our friends do the same.

I guess I can't say we had a 16-0 year in 2007, but we were very blessed and are looking forward to making a 16-0 run in 2008. We wish you, your family, and your business the very best in 2008 as well. Thank you for your business and we truly appreciate our relationship with you.



## Start Your New Year with a Blast Of HydroLIZE!



### HydroLIZE Plasma Treatment

*Give your patients extra comfort.*

*Give yourself extra praise!*

- Enhance Patient Comfort.
- Improve Wettability.
- Impart protein and cell-repelling characteristics.
- Decrease Bacterial Adhesion.

## New DVD - Care & Handling of Your GP Lenses

We now have available a DVD that instructs your patients on the proper care and handling of their GP lenses. This professional and easy to follow DVD can save your office time and help your patients quickly learn how to handle their GP lenses. Call us today to order a copy for your office. 800-331-2015

