

Vision

A monthly newsletter from ABBA Optical

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UPCOMING EVENTS

FEB 2005.....
SECO FEB 23-27, Georgia World Congress Center Atlanta, GA
Eye Center South FEB 4-6, Dothan, AL

INDUSTRY



Lee Dickerson, President

An enlightened friend sent me a story related to problem solving and abstract thinking. It seems three engineers and three accountants were traveling by train to a conference. At the station, the three accountants each bought tickets and watched as the three engineers bought only a single ticket. "How are three people going to travel on only one ticket?" asked an accountant. "Watch and you'll see," answered an engineer. They all board the train. The accountants took their respective seats but all Three engineers cramed into a restroom and closed the door behind them. Shortly after the train had departed, the conductor came around collecting tickets. He knocked on the restroom door and said, "Ticket, please." The

door opened just a crack and a single arm emerged with a ticket in hand. The conductor took it and moved on. The accountants saw this and agreed it was quite a clever idea. So after the conference, the accountants decided to copy the engineers on the return trip and save some money. When they got to the station, they bought a single ticket for the return trip. To their astonishment, the engineers bought no tickets at all. "How are you going to travel without a ticket?" said one perplexed accountant. "Watch and you'll see," answered an engineer. When they boarded the train the three accountants cramed into a restroom and the three engineers cramed into another one nearby. The train departs. Shortly afterward, one of the engineers leaves his restroom and walks over to the restroom where the accountants are hiding. He knocks on the door and says, ticket please."

Another friend of mine, Bill Hoffman, is a brilliant polymer chemist. He is also a principal of **The Lagado Group**, a company specializing in the development and production of polymers used in manufacturing contact lenses. Although Bill isn't as humorous as the engineers in the above story, it seems that he has been thinking in the abstract as well. The FDA recently approved one of his polymers for the manufacturing of Rigid Gas Permeable lenses. ONSI-56 is being marketed as a "**Rigid, Silicone-Hydrogel**" in the United States, Europe and Latin America. Their ads state that they have reinvented the RGP lens and in a way they have. Lagado, the manufacturer of ONSI-56, was able to combine the wettability of a soft silicone-hydrogel lens with the permeability and durability of an RGP lens.



The feedback I get from Practitioners and patients is overwhelmingly favorable. It is still a rigid lens and should not be positioned as a soft lens. However the ONSI-56 material, when combined with some of our newer designs like the **ComfortZone, ABBA-Kone or MVP**, is a step in the right direction with regards to a RGP lens competing with a soft lens. I expect there to be other improvements in material and lens designs and we will keep you informed.

ABBAoptical.com

If you have not visited our website lately, take a look at us now! Santa brought **ABBA** a new website for Christmas. Coupled with a snazzy new design and functional layout, our new website has many exciting new features.

The features visted most often remain on the site but have been reformatd for easier access and mobility. We have added other features requested by our customers and we are looking for your advice for even more upgrades. For those of you receiving our newsletter electronically, just click on this link for a quick visit. www.abbaoptical.com

A quick glance:

Order Online: Save time, save money. Ordering online is easy. Enter your order, confirm your order, and submit it to our lab. A new feature allows you to enter multiple orders without having to reenter your practice information. You can even get automatic confirmation by email if you choose!

Fitting Guides: Get all the info you need on our custom GP lenses online. Our easy to use fitting guides make fitting our GP lenses a delight!

Trouble Shooting: Guides for problem solving with various lens designs are included for your purusal.

Other features: Product reviews, industry news, testimonials, an interactive Conversion calculator, accessories and supplies.



Visit ABBAoptical.com



Ana Estrada
Lead Consultant

We often get hits on our website from consumers looking for deals or just inquiring about various topics pertaining to contact lenses. The following is an inquiry and response that is typical from our site.

Question:

I have RGP lenses and I have used Boston and Optimum protein removal solution, but they don't work any more. The eye doctor suggested going on line to find the polishing product that they use in the lab so I don't have to keep sending them in to be polished . Do you have this product and what is the name of it? the cost?

Reply:

Thank you for your inquiry about cleaning RGP Contact Lenses. There are a number of factors that can affect the surface wetting characteristics of your lenses. If your lenses performed well (stayed clean) in the beginning and then declined over time, we look at a few variables.

The first thing is for your practitioner to examine the surface of your lenses for very small scratches or other surface irregularities. If those are present, your lenses could possibly be cleaned and polished professionally for a minimum charge from your prescribing practitioner.

Another item to consider is whether or not you use a soap or hand lotion that contains lanolin or oil. If those products come into contact with the lens, the surface does not wet as well. The lenses can be cleaned and the two products you mentioned do a very good job, but your hands must be cleaned and rinsed first.

Of the two products you are familiar with, we prefer the **Optimum Solutions**. The Optimum Starter Kit, probably supplied by your ECP (Licensed Eye Care Professionals), contains a small bottle of Concentrated Cleaner with a red cap that may be used weekly or even daily as needed. Your particular situation probably calls for daily use. Immediately upon removal of your lenses, clean the lenses

CONSULTANT'S CORNER cont'd

thoroughly with the Concentrated Cleaner. Then rinse them and store them in the "CDS" (Cleaning, Disinfecting, Storage) solution. This is a larger bottle with a **red cap** on it as well. In the morning, when you are ready to wear your lenses, remove them from the CDS solution, rinse them thoroughly, and then wet them with the "Wetting" solution which has a white cap on the bottle. The Optimum Starter Kit also contains a "lid scrub" to aid you in removal of makeup or just to help keep your lids clean and oil free. The Kit also contains a sample of a good hand soap that contains no oils or lanolin.

Another excellent product we endorse is **Unique PH** by Alcon Pharmaceuticals. This product is a one step solution that cleans, conditions and disinfects with one solution. It is a very effective solution and should be considered by your ECP when prescribing your care regimen for your RGP lenses.



There is a product that is only available to your ECP. Progent is a very powerful cleaning agent that is only sold to Licensed Eye Care Professionals for cleaning RGP lenses. Your ECP can use Progent on your lenses, usually for a small fee.

Another question to ask is the age of the lenses and the material they are made of. New materials introduced to the United States market this year provide better surface wetting and oxygen flow characteristics than previous materials. Consult with your ECP and determine if lenses made from one of the newer materials is a good choice for you.

If your ECP would like to discuss your specific case with one of our consultants we will be happy to take the time to do so.



Only Leading Manufacturers Display The Seal of Excellence

DIAGNOSTICALLY SPEAKING

In certain situations, fitting GP lenses diagnostically is the best way to minimize chair time and achieve maximum lens performance. It allows the practitioner to evaluate the lens to cornea relationship and also allows patients to feel more confident because you have taken the proper time to provide the care they feel justifies the increased fees charged for their unique case. I am speaking primarily of cases such as **Keratoconus**, or other highly irregular corneas whether due to ectasia, surgery, trauma or other unfortunate situations.

The **ABBA-Kone** lens has an aspheric peripheral system, which can be varied if needed to better align with the patient's cornea, thereby providing a higher degree of comfort.

Our 26-lens simplified fitting kit could get your Keratoconic patient successfully fit on their very first visit. Lagado is teaming up with ABBA to offer you a very special deal in the month of February. The normal pricing for the 26-lens ABBA-Kone fitting set is \$300. For the month of February only, we are offering our **ABBA-Kone Diagnostic Set** made in ONSI-56 for only **\$99.00**.

ABBA-Kone is your easy answer for solving difficult Keratoconus cases. Simplify the fitting process for your keratoconic patients. Call 800-331-2015 to get your ABBA-Kone fitting set made with ONSI-56.

BRAGGING RIGHTS

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 Certificate 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.