

Art Optical to begin custom soft contact lens manufacturing

By Mindy Spicer, Director of Marketing & Communications

We are pleased to announce the completion of a transatlantic partnership agreement with the UltraVision CLPL Group. Under the agreement, Art Optical has been granted license to advanced, lathe-cut soft contact lens technology from UltraVision CLPL, the largest independent, dedicated contact lens manufacturer and supplier in the United Kingdom.

In preparation of this new venture, we are investing significantly in equipment, building, infrastructure, and staffing development, and we look forward to bringing CLPL's award-winning soft lens design technology to our loyal base of eye care professionals.

CLPL owns numerous patented contact lens designs in territories all around the world and in 2006 received

the very highest level of recognition that can be bestowed on any UK business, The Queen's Award for Enterprise – Innovation. The award was received specifically for the patented contact lens designs that we have agreed to license and manufacture.

Looking forward to celebrating his company's 50th year in contact lenses in 2008, Art Optical President, Thomas E. Anastor, is excited about the new opportunity.

"Partnering with another world-class contact lens organization to bring lathe-cut soft lenses into our product mix will give our customers a fuller range of custom-lens choices," said Anastor. "Like Art Optical, the CLPL team is quality-focused, so this is a natural fit for us," he continued.

J Keith Lomas, President & Group CEO of UltraVision CLPL, added "Art Optical is a clear leader in USA GP manufacturing and supply and we believe our partnership will allow them to also take the lead in lathe-cut soft contact lenses. While the global players quite rightly focus their efforts on mass-market and commodity contact lenses, there is, and will remain to be, a large market in more specialist and custom-manufactured lenses to satisfy the more demanding eye care requirements."

Entering the custom soft lens market is a logical step for Art Optical and our entire team is dedicated to the success of this project. We will eagerly provide updated information as soon as it becomes available - *stay tuned!*



Renovation® multifocal lens continues to impress

By Mike Johnson, FCLSA, Director of Consultation Services

Renovation was launched in June of 2005 as an answer to some of the visual limitations encountered with the MagniClear® and MagniClearplus® lens designs. It is a pleasure to work with a design that is so vastly improved in controlling spherical aberrations and lens mass.

Aberration was an issue with some base curve and power combinations with MagniClear and MagniClearplus. Spherical aberrations occurred because of the set negative eccentricity factor of the distance zone. These aberrations were eliminated in the Renovation design using ray tracing and variable negative eccentricity control, which allows for a smooth transition from the intermediate variable power to the spherical add zone. This is especially critical for mature presbyopes who require higher add powers.

One of the greatest secondary benefits of Renovation is the ability to control the size of the front surface distance/intermediate zone. This allows the distance/intermediate area to be constricted as needed to allow faster access

to the near zone for patients with small pupil diameters, or expanded for patients with larger diameter pupils who otherwise experience flare and glare issues.

MagniClear and MagniClearplus are still being used for back toric, front toric and bi-toric multifocal designs, and also when higher amounts of corneal cylinder and/or corneal irregularity necessitate an eccentric base curve. I am happy to report that we are in a testing phase with the use of an eccentric base curve combined with the Renovation front surface. We have seen some excellent results with the combined eccentric properties.

While attending conventions throughout the country and in speaking to customers during the course of our daily transactions, we consistently hear about the success of Renovation. We definitely appreciate the kind words and enjoy listening to your success stories. Please continue to share your feedback with our consultants and customer care representatives, and I will be sure to keep you informed of our ongoing development of the Renovation Multifocal.

Eccentricity Explained

By Kelly Indovina, OD
Director of Professional Affairs



Recently, I was asked why gas permeable multifocals provide better distance and near vision than other modalities. My response? Translation is the key.

There is little to no translation with a soft multifocal lens, therefore both distance and near optics need to be provided in front of the pupil. GP multifocals are designed to provide full distance optics in front of the pupil and aspherically progress to a near periphery. As the patient looks down, the lenses should translate up, allowing the patient access to the near add.

There are many different aspheric GP multifocals with varying amounts of either front or back surface eccentricity. Some designs are a combination of both.

Eccentricity is described as the rate of flattening, the higher the eccentricity (e-value) the more quickly the lens flattens in the periphery. A spherical lens has a zero e-value and a hyperbole has an e-value of one. A higher e-value also relates to the amount of plus in the periphery. In simple terms, the higher the e-value, the higher the add power.

Many designs have the eccentricity (the add) produced on the back surface. If the eccentricity is on the back surface, the fit will need to be adjusted to compensate for the flattening due to the asphericity. If two lenses are ordered with the same base curve and one is a spherical base curve and one is an aspheric base curve, the aspheric base curve will fit flatter due to the eccentricity. Therefore, the higher the e-value, the steeper the base curve needs to be for optimal fit. Highly aspheric back surface multifocals can change or mold the cornea.

If the eccentricity is on the front surface of the multifocal, the lenses can be fit using the same technique as a standard spherical lens. When fitting this type of lens, there is usually no change to the cornea. If the patient is wearing a spherical distance design, the parameters would not change when ordering the front surface designs.

The aspheric multifocals we are most successful with are Renovation and Magniclearplus. Renovation is a front surface aspheric design and Magniclearplus is a front surface aspheric with a slightly eccentric base curve.

TO CONTACT OUR CONSULTATION TEAM:

Gain immediate access to our qualified Consultants by dialing their direct, dedicated line at **800.566.8001**

TO SEND TOPOGRAPHY MAPS:

Fax topography maps from your color fax machine to ours at **800.421.5991**.

Send topographies via e-mail to: topo@artoptical.com.

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3 & 9 o'clock staining: Causes and Remedies

By Jennifer Kirby, ABOC, NCLE, Consultant



There are multiple causes for 3 & 9 o'clock corneal limbal staining. A base curve fit too steep or flat, mid peripheral bearing from an optical zone diameter which is too large, lateral or vertical decentration, and blink pattern are just some of the more typical causes.

One of the first things to look at in resolving 3 & 9 staining is the base curve design relationship to the K's. An extremely flat or steep fit can cause peripheral tear flow and SBK problems. If the base curve design is within reason then look at the lens position and movement during and after the blink. Gross decentration during and after the blink can be an issue even if the patient is asymptomatic to comfort and vision.

If the design and centration look on track and 3 & 9 staining is present, consider following this general rule used by our consultation team: If the lens diameter is on the small side (8.0 to 9.2), go larger by .3 to .5 mm. If the lens size is large (9.3 to 10.0), reduce the diameter by .3 to .5 mm.

Also, keep in mind that the optical zone diameter plays a large role in controlling 3 & 9 staining. If you are increasing the diameter by .3 to .5 mm, it is best to keep the optical zone diameter the same as it was to prevent mid-peripheral bearing. If you decrease the diameter by .3 to .5 mm, then decrease the optical zone diameter by the same amount to make sure there is adequate peripheral clearance.

General dry eye issues can also cause 3 & 9 staining. In this case you can now consider plasma treatment. Plasma can be a great benefit in the reduction of 3 & 9 staining and should be considered when ever it is present.



Welcome Aboard!

Art Optical is proud to introduce Erik Anderson, Management Intern, to our customers and industry partners.

Erik is a 2004 Graduate of Grand Valley State University, where he obtained his BS in Biomedical Science, and is currently seeking an MBA. In the Management Intern capacity, Erik will work with the existing Art Optical management team to learn key departmental functions. With an eye toward an expanded leadership role in the future,

he will also be participating in management meetings, interfacing with customers and suppliers, and representing Art Optical at trade shows and industry events. Erik's interest in the eye care field came from his father, Dr. Gary Anderson, an Optometrist for 29 years. As a member of the Lion's Club, Erik has participated in sight-giving mission trips to Central America, where he saw first-hand the impact vision can have on the world.

"I am extremely excited to grow with Art Optical and work in a field that I have been around my entire life," said Anderson.

"This position will give me the opportunity to contribute meaningfully to the eye care industry," he continued.

"I look forward to meeting our customers and learning the business."

As the next phase of Art Optical's future unfolds, we are pleased to welcome Erik to the Art Optical team!

Specifying GP Lens Thickness

By Nicole Edwards, NCLE-AC, Consultation Supervisor



While GP lens designs can be customized to nearly unlimited permutations, there are limitations to material and manufacturing tolerances that can cause safety concerns. Center, edge, and lenticular junction thickness are the primary control factors in performance stability and have an ultimate effect on lens breakage, flexure and warpage.

Lens power has the greatest impact on stability performance. Low minus and plus powers are affected by the center thickness specified in relationship to the minimum edge thickness on single cut designs. They are also affected by the junction thickness at the anterior zone diameter of lenticular designs.

Practitioners who design all parameters of their GP lenses should be aware of the minimum requirement for center, edge and junction thicknesses established by the material manufacturers for the material they are ordering. All materials have ranges of target and minimum standards that are recommended by the material manufacturer and the standards vary with Dk value and material formulations.

Art Optical's active order entry system identifies parameters that exceed the established material limitations. The system will auto-

matically forward any lens design that exceeds established limitations to the consultation department for review. We can then recommend minimal changes to safely complete and manufacture the lens order.

Practitioners seeking to achieve a minimal center thickness on any lens order may simply specify "thin as possible". Art Optical will manufacture the lens using the minimum thickness recommended by the material manufacturer. When the lens power is a low minus or any plus power, we will use the minimum recommended lenticular junction thickness to manufacture the lens using the thinnest possible center thickness while maintaining stability.

You may also want to consider Art Optical's Thinsite design with its patented technology that provides the thinnest overall lens available in the United States. ThinSite is manufactured in Boston ES and Boston EO materials in a wide range of parameters.

Please feel free to contact our Consultation Department with any questions you may have on center thickness control. We have instant access to material manufacturing limitations for all materials, and we will gladly share.



Contact lens techs welcome return of solo CLSA meeting

By Janet Gilman, COT, FCLSA, Consultation Manager

I recently attended the Contact Lens Society of America's 52nd Annual Education Meeting held in Phoenix, Arizona April 18-21. This is the first separate meeting of the CLSA since 2002. Contact lens technicians once again have a meeting devoted specifically to the education and promotion of GP and soft contact lenses. The meeting is a perfect opportunity to obtain NCLE continuing education and strive toward NCLE Advanced Certification and Fellowship. As a Fellow, it is always a pleasure to see individuals participating in the Fellow practical exam. I deeply enjoy congratulating new Fellows who have passed their requirements. They have worked very hard for this accomplishment and are duly recognized for their outstanding efforts.

To obtain more information on how to become NCLE, NCLE-AC certified, visit www.clsa.info or www.abo-ncle.org. If you are already NCLE certified, why not work toward Fellowship? It's a great way to receive the recognition your contact lens expertise deserves.

20th Annual "Drive for Vision" sets fund-raising record!

Thanks to the effort and contributions of many, this year's Grand Rapids Ophthalmology Drive for Vision charity golf event brought in over \$46,000! The Grand Rapids Lions Club will donate a portion of the proceeds to The Association for the Blind and Visually Impaired to assist their efforts in advancing the independence of people who are visually impaired and promoting the prevention of blindness. Proceeds will also be donated to the Cherry Street Eye Clinic, a facility dedicated to providing eye care services to the economically disadvantaged in the Grand Rapids area. As a title sponsor of the event, Art Optical graciously acknowledges the support of the following customers, suppliers, and friends for their role in making this year's outing a success: **The Boston Products Group of Bausch & Lomb, DAC International, GT Laboratories, Inc., Kelly, Henkel, David & Missad, and Beene Garter LLP.**



The Art Optical ladies team:
Jodi Yount, QA Inspector;
Sue Dongvillo, Customer Care Representative;
Mindy Spicer, Director of Marketing & Communications;
and Jill Anastor, Vice President of Operations.



A Lion's Club team:
Rod Prys, Scott Brady, Dr. Dennis Cobler, and Dr. Gary Anderson.



The B&L/Boston team:
Dr. Jim Ness
David Bland (B&L/Boston)
Dr. Tom Moleski & Milt Kallas (B&L/Boston)
were sponsored by the Boston Products Division of Bausch & Lomb.



The Art Optical men's team:
Craig Norman, FCLSA, South Bend Clinic;
Dave Freyling, Technical Process Manager;
Mike Johnson, FCLSA, Director of Consultation;
David Senesac, Laboratory Manager.



Tom & Jill Anastor, President & Vice-President of Title Sponsor Art Optical Contact Lens, Inc.



Milt Kallas, Regional Manager, and David Bland, Director of North American Sales for the Boston Products Group of Bausch & Lomb, are recognized as Platinum Sponsors.



Erik Anderson drives for the hole-in-one but misses his chance at a new car...as did the rest of the field!

Renovation[®] Consumer Awareness Campaign Underway

With encouragement from several local practitioners, Art Optical recently developed and launched our first-ever patient-targeted ad campaign in the West Michigan market. Featuring our Renovation multifocal lens design, activities to date have included:

Radio Ads - WOOD 1300 AM

Renovation multifocal ads have run 3x daily during prime am drive time and mid-day during the weeks of May 7, May 14, June 4, June 18, and July 2. Our celebrity spokesman, WOOD DJ Scott Winters (*pictured here*), has become an extremely satisfied and successful Renovation lens wearer. Scott is a soft-lens convert who adapted quite quickly to his Renovation lenses. He now raves about his crisp vision and especially appreciates his near acuity. Scott has taken a personal interest in this product and even came to tour our lab recently. He was fascinated while watching the



thick plastic lens blank turn into a finished lens, and baffled at how optics are incorporated along the way! Because the audience interest in the topic has been strong, Rick & Scott (*of the Rick & Scott show on WOOD 1300*) have had several unscripted on-air conversations about Renovation multifocal contact lenses, presbyopia, and the importance of regular visits to the Optometrist, and they are receiving e-mails regularly asking for more information on these subjects.

Renovation Awareness Brochure Circulation

Through our participation in the 30th Annual Fifth-Third River Bank run this spring, Art Optical distributed 15,000 Renovation awareness brochures to Michigan consumers. All of the brochures direct interested patients to find an Optometrist at www.renovationlens.com.

While exhibiting at the Grand Rapids Sports & Fitness Expo, Art Optical Customer Care Representative Keith Richards handed out brochures to even more



consumers interested in contact lens options for the over-40 crowd.

Two local practitioners have personalized Renovation brochures with their practice contact information and distributed them at local events. One practitioner distributed 200 at a golf outing, the other is participating in "community days" in his hometown and plans to market his practice by circulating 1,000 of the Renovation brochures we customized at his request. A third practitioner has ordered 1,000 custom-imprinted pieces for a patient mailing.

Complimentary Renovation brochures are available in large quantities and with customization to anyone interested. Order yours today!

Doctor Locator WebSite @ www.renovationlens.com

During the weeks of on-air radio exposure, the site has averaged 32 visitors each week. So far, over 200 people have logged on to the site looking for YOU!



Please tell us about your experience!

If these activities have resulted in increased patient inquiries for multifocal or bifocal contact lenses in your office, I would love to hear about it! Please give me a call or drop a quick e-mail to tell me about your experience. I will also be happy to discuss presbyopic contact lens marketing options with you, and work with you to customize Renovation materials for your office.

I appreciate your feedback and look forward to working together to heighten awareness of multifocal contact lens options among West Michigan presbyopes.

Sincerely,

Mindy Spicer

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