



www.paragoncrt.com | 800-528-8279



Resource Guide

ARTOptical
| contact lens. inc.

www.artoptical.com | 800-253-9364



www.paragoncrt.com | 800-528-8279

I want to personally thank you for your interest in Paragon CRT®; the benchmark in corneal reshaping. It's an exciting time to get involved in one of the fastest growing modalities in the contact lens market.

Corneal reshaping is quickly entering the mainstream of contact lens fitting, and practices around the world have begun capturing new market share, while enjoying the incremental revenue that CRT can provide. With mainstream practices focusing on increased profit-per-patient, CRT provides a seamless way to achieve higher profit margins while minimizing chair time.

There are two key areas where CRT is making a strong impact:

First, teens and tweens, referred to as the "8-to-18" market need the freedom to be children. During school and daytime activities, contact lenses and glasses can get in a child's way of learning and playing. With CRT, mom and dad have comfort knowing their children are seeing well at school, versus wondering if they are wearing or breaking their glasses, or losing contact lenses. Parents also have the convenience to help manage the care and handling of CRT lenses at home, just before bedtime and upon awakening.

Second, soft contact lens wearers that are experiencing discomfort, manifested as feelings of dryness or scratchiness. These people are struggling with daytime discomfort, but are making every attempt not to return to wearing glasses. By providing total freedom from contacts during waking hours, CRT is simply removing the problem; lens discomfort. Having no lenses on their eyes during waking hours allows a healthy, 16 hours of unobstructed access to oxygen.

Paragon recently conducted a survey regarding chair time and the use of staff members when fitting CRT. Of the surveyed CRT Certified Practitioners;

- 70% require 30-60 minutes for the initial CRT fitting visit.
- 93% take between 15 to 30 minutes for all CRT follow up visits.
- 78% report using a technician to assist on CRT fitting.
- 50% use a technician for lens insertion.

Paragon has made it easier than ever to get involved in CRT. If you are considering offering CRT in your practice, I encourage you to take our 90-day Risk Free Test Drive with the 100-Lens DDS, or begin fitting with our patent-pending CRT® SureFIT® system that does not require a lens inventory. I sincerely thank you for your interest in CRT and welcome you to the world of corneal reshaping.



Best regards,

Joe Sicari,
President & CEO
Paragon Vision Sciences - Paragon CRT



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The Benchmark In Corneal Reshaping

Paragon CRT® was the first FDA approved overnight corneal reshaping lens

Approval is up to -6.00D sphere, with or without 1.75D cylinder-
There are no age restrictions when prescribing Paragon CRT*

* When fitting children in Paragon CRT, parental involvement with consideration of the patient's maturity level is strongly recommended, along with a signed informed consent by the parent and child. Call your Paragon representative for an electronic and customizable version of an informed consent.

Proximity Control Technology®

Patented sigmoid curve geometry vs. reverse geometry
Safe tangent landing vs. lens impingement
Predictable fitting logic with professional control

AquaComfort™ Plasma Treatment

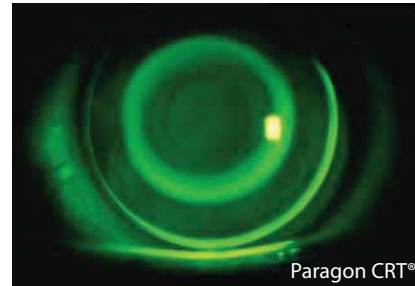
Enhances initial patient comfort and lens wettability
AquaComfort Plasma Treatment is standard on all lens orders unless otherwise specified

The Only Laser Marked Corneal Reshaping Lens

Laser marked for parameter & brand verification

Harmonic Front & Back Surface

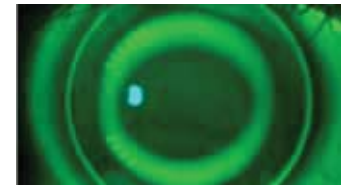
Provides up to 30% thinner lens design
Enhanced patient comfort and increased oxygen transmissibility



Paragon CRT®



Paragon CRT®



Paragon CRT® Dual Axis



Paragon CRT®



Standard Ortho-K

Manufactured In Paragon HDS®100



For over 30 years, Paragon Vision Sciences has been at the forefront of research and development, including a 10-year R&D project with NASA involving studies aboard three Space Shuttle missions. This project led to the development of the technology behind the material used to manufacture Paragon CRT; Paragon HDS®100. **Prescribe Paragon HDS100 for your GP patients: 101 Dk (ISO/ANSI), DW and EW Approval, Excellent material to promote corneal health.**

Choose The Best Method To Fit CRT In Your Practice



The 100-Lens Diagnostic Dispensing System (DDS):

- Up to 80% immediate dispensing
- Saves chair time & increases profitability
- Fewer patient visits, delivering improved convenience
- Immediate fit assessment with in-office lens changes, if needed
- Innovative Practice Management & Marketing Support Kit
- 90-Day Risk Free Test Drive. 30/60/90 day billing
- Two staff members receive one complimentary pair of CRT lenses
- Up to three immediate family members receive half price CRT lenses
- CRT certification required



CRT® SureFIT® Dispensing System:

Three lenses per eye shipped with each CRT SureFIT order
For patients that fall within the following parameters:

- Flat "K" Readings between 41.00D and 45.00D
- Spectacle Rx (vertexed power) up to -4.00D
- Corneal Cylinder up to -1.00D

Saves chair time & increases profitability
Fewer patient visits, delivering improved convenience
Immediate fit assessment with in-office lens changes, if needed
Consumer marketing material available upon request
Two staff members receive one complimentary pair of CRT lenses
CRT certification required

Traditional Warranty Program

Prescribe Paragon CRT by fitting empirically
Two free exchanges within 90 days, if needed
Professionally trained consultants assist in parameter selection
CRT certification required

FDA Required Educational Certification Program
www.paragoncrt.com/getcertified

Paragon recommends corneal topography for pre and post-dispensing evaluations.

“8-to-18” Consumer Marketing Materials

After eight years post FDA clearance, the “teen and tween” markets have evolved as one of the leading growth segments for CRT. Children and adolescents between the ages of “8-to-18” are great candidates for CRT because:

- **There is no age restriction with CRT**
- **They are too young for LASIK**
- **They are active in after-school activities, such as soccer, baseball, basketball, tennis, etc**
- **They can struggle with glasses or contacts, which may interfere with certain activities**
- **They may not follow the proper lens care regimen with soft or disposable lenses**

Paragon’s newly designed CRT “8-to-18” consumer marketing materials can help you achieve growth in the corneal reshaping segment of your practice.

“8-to-18” features five key components to take your corneal reshaping practice to the next level. Call your Authorized CRT Laboratory to place your order for the “8-to-18” consumer marketing materials, or use the order form in the back of this booklet.



8-to-18 Brochure



8-to-18 Dear Parent Letter



8-to-18 Survey Form

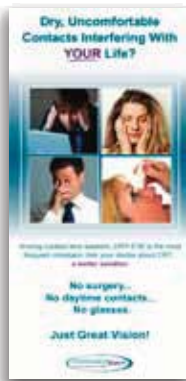


8-to-18 Waiting Room Poster



8-to-18 Recall Card

“Contacts & Lifestyle” Marketing Materials



Contacts & Lifestyle Recall Card

Contacts & Lifestyle Brochure

Top 20 U.S. Cities Named As Dry Eye Hot Spots*

- | | |
|---------------------------|-----------------------|
| 1. Las Vegas, NV | 11. Oklahoma City, OK |
| 2. Lubbock, TX | 12. Albuquerque, NM |
| 3. El Paso, TX | 13. Tucson, AZ |
| 4. Midland/Odessa, TX | 14. Norfolk, VA |
| 5. Dallas/Fort. Worth, TX | 15. Newark, NJ |
| 6. Atlanta, GA | 16. Boston, MA |
| 7. Salt Lake City, UT | 17. Denver, CO |
| 8. Phoenix, AZ | 18. Pittsburgh, PA |
| 9. Amarillo, TX | 19. Bakersfield, CA |
| 10. Honolulu, HI | 20. Wichita, KS |

Environmental conditions and lifestyle choices can make it challenging for contact lens wearers to sustain a healthy and non-irritated cornea.

Giving your patient the choice to enjoy 20/20 unaided visual acuity during their waking hours is possible with CRT. Call your Authorized CRT Laboratory to place your order for the “Contacts & Lifestyle” consumer marketing materials, or use the order form in the back of this booklet.

“While corneal reshaping will most likely not take over the entire contact lens market, it’s a very good solution for specific types of patients; Contact lens wearers who experience sensations of corneal dryness.”

In terms of ocular comfort and quality of life, nothing beats lens-free vision during daytime hours.

*Eef van der Worp, BSc, FAAO, FIACLE
University of Maastricht, The Netherlands*

*Source: The National Women’s Health Resource Center. June 2006. Factors used in the selection process included temperature, humidity, wind, altitude, pollutants, and ocular allergens.



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Additional Consumer Marketing Material

Asian & Nearsightedness Brochure



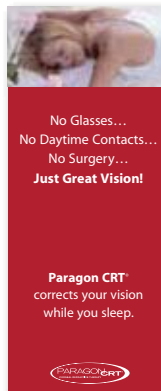
Spanish Brochure



Chinese Brochure



Sleeping Lady English Brochure



Corneal Science Poster



8-18 and Contact & Lifestyle Recall Cards



Practitioner Education & Staff Training

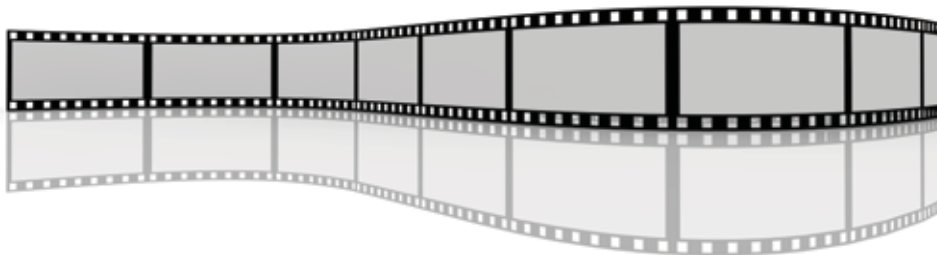
WWW.CRTvision.com

CRT® Lens Care & Handling Videos

WWW.ParagonCRT.com/seminar

Clinical & Practice Management WebTraining

Watch CRT® Lens Care and Handling videos along with How CRT® Works and with News Station coverage



Get expert CRT clinical training and practice management tips with our complimentary web training.

CRT Supplies

The following CRT supplies can be ordered using the CRT Practitioner Order Form on the last page of this booklet.



CRT® Patient Care Kit
\$78.00 per dozen

Includes , DMV® Classic™ Lens Remover, Appropriate lens care products, and patient instructions.
*One CRT Patient Care Kit is provided at no cost with every two full-priced CRT Rx lenses purchased on the same order.



CRT® Lens Calculator
Complimentary



Written Filter
\$14.75/ea.



CRT® Technical Kit
\$50.00

CONTENTS:
Paragon CRT® Welcome Book
Paragon CRT® Resource Guide
Paragon CRT® Certification & Information Guide
Checklist for Evaluating and Dispensing Paragon CRT®
Paragon CRT® Lens Selector Slide Rule
Paragon CRT® Fitting & Troubleshooting Card
Written Filter
DMV Lens Remover



Paragon Occluder
Complimentary

CRT Lenses For Staff and Family Members

- **Certified CRT Practitioners who purchase a DDS** are entitled to receive two complimentary staff fits within 90 days of the original DDS shipment (two complimentary lenses per staff member), and receive a 50% discount for up to three immediate family members (two half-price lenses for each family member) that meet the FDA approved treatment guideline for Myopia.
- **Certified CRT SureFIT Practitioners** are entitled to receive two complimentary staff fits within 60 days of the certification date (two complimentary CRT SureFIT orders for a staff member), that meet the FDA approved treatment guideline for Myopia.



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Paragon CRT Practitioner Order Form - Fax To 480-393-7361

Items on this page can be ordered by faxing your completed request to Paragon Vision Sciences at: 480-393-7361. **We suggest making photo copies of this page so you have a clean copy each time you need to order CRT supplies.**

Name (Who should we call if we have questions about your order?)

Certified CRT Practitioner Name:

CRT Certification Number

Practice Address

City

State

Zip

Office Phone

Qty

"8-to-18" Consumer Marketing Material

8-to-18 Brochure

8-to-18 Dear Parent Letter

8-to-18 Survey Form

8-to-18 Waiting Room Poster

8-to-18 Recall Card

Qty

"Contacts & Lifestyle" Consumer Marketing Material

Contacts & Lifestyle Brochure

Contacts & Lifestyle Recall Card

Qty

CRT® Supplies

CRT® Patient Care Kits *\$78.00 per dozen*

CRT® Lens Calculator *Complimentary*

Wratten Filter *\$14.75 each*

CRT® Troubleshooting Pocket Card

CRT® Technical Kit *\$50.00 each*

Paragon Occluder

Qty

Additional Consumer Marketing Materials

Asian & Nearsightedness Brochure

Spanish Brochure

Chinese Brochure

Sleeping Lady Brochure (English)

Corneal Science Poster

Comments or Special Instructions:

Prescribe

PARAGON
VISION SCIENCES

Materials

Just watch us®

PARAGON
HDS®

40 Dk*
14.7 Wetting Angle
Daily Wear
Extended Wear
UV Availability
Deposit Resistant
Superior Wettability

PARAGON
HDS¹⁰⁰®

101 Dk*
Same Material Used in CRT®
Extended Wear
UV Availability
Deposit Resistant
Proven Stability
Promotes Corneal Health

PARAGON
THIN™

23 Dk*
Daily Wear
UV Availability
Deposit Resistant
Proven Stability
Superior Wettability

PARAGON HDS®
HI^{1.54}™
HIGH INDEX

22 Dk*
Highest Refractive Index Available
Ideal For Presbyopic Designs
Great For High Prescriptions
Daily Wear
Less Lens Mass
Thin Lens Profile



FLUOROPERM[®]
30

30 Dk*
12.8 Wetting Angle
Daily Wear
UV Availability
Deposit Resistant
Structural Integrity
Superior Wettability

FLUOROPERM[®]
60

43 Dk*
14.7 Wetting Angle
Daily Wear
Extended Wear
UV Availability
Deposit Resistant
Proven Stability

FLUOROPERM[®]
92

64 Dk*
16 Wetting Angle
Daily Wear
Extended Wear
UV Availability
Deposit Resistant
Reliable Material