

Beyond the Basics:  
**C O N T A C T**  
**L E N S E S**





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Advice you won't want to miss.

# WELCOME TO THE 1: Contact Lens Club

## PERKS:



### AUTOMATIC MEMBERSHIP

All of our patients who use contact lenses are automatically enrolled into our Contact Lens Club, and therefore are entitled to all of our benefits



### COMPLIMENTARY FOLLOW-UP CHECK

Patients enjoy an extended contact lens check period from 30 to 90 days following the initial contact lens evaluation

### PRESCRIPTION CHANGES

In the event of a prescription change during the year, any unopened and unmarked boxes of soft contact lenses may be returned for credit towards an exchange for the new contact lens prescription\*

### REPLACEMENTS

If you encounter a faulty or torn lens, we will provide you with an extra lens as a replacement upon your request

### 40% OFF GLASSES

Receive 40% off a complete pair of glasses with your purchase of an annual supply of contact lenses

### RECYCLING AND BEYOND

Join us in our commitment to environmental sustainability—recycle your contact lenses and associated materials by bringing a bag of dry waste, and we'll take care of the rest. Our goal is to achieve net plastic neutrality in contact lens production

\*To be eligible for exchange, the contact lens box must be in resalable condition, unopened, undamaged, and unmarked. Boxes with stickers for right and left eyes should not have these stickers removed. The exchanged box will be credited to your account toward the replacement contacts.

## BENEFITS

# What We Do vs What They Do

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01

### MAKE IT EASY

Our team will do all the work for you, from finding the right lenses for you to placing the order for you.

With competitive our pricing, you won't have to think twice about letting us take care of everything for you.

02

### QUALITY ASSURANCE

We get you fitted for your lenses for optimal comfort and visual clarity.

All of the contact lenses we prescribe are FDA approved.

03

### ETHICAL PRACTICE

We require annual comprehensive exams and fittings in order to properly prescribe lenses that are appropriate for your up-to-date visual and eye health needs.

01

### CUT CORNERS

Online retailers allow patients to order lenses without proof of professional examination and evaluation.

Since they do not verify prescriptions, the Rx is incorrect an estimated 25% of the time.

02

### QUESTIONABLE

Many online retailers offer lenses made from materials that have not been approved by the FDA. Many also have been known to sell personal information.

Corporate retailers have been known to over-prescribe in order to increase their profits.

03

### UNREGULATED

Some online retailers have been found to sell expired contact lenses.

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# 2: NAVIGATING RISKS

Statistics and Beyond



## INFECTION

Serious eye infections leading to blindness can occur in up to 0.2% of contact lens users

## COMPLICATIONS

Improper cleaning, irregular replacement of lenses and cases, and other hygiene-related behaviors increase the risk of complications

## AFTERMATH

Approximately 99% exhibit behaviors linked to an increased risk of eye infection or inflammation

## KERATITIS

Keratitis, a painful eye infection associated with improper lens use, results in 1 million doctor and hospital visits annually, costing the US healthcare system \$175 million

## BEHAVIOR

40%-90% of wearers do not follow proper care instructions

## DAILY LENSES

Use of disposable “daily” lenses reduces the risk of infection and is the recommended method use of contact lenses

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# Dry Eye Disease



Dry eye disease is a condition caused by malfunctioning oil ducts, affecting the protective film that shields the eyes from friction and debris, and is essential for clear vision.



## Contact Lens-Induced Dry Eye:

Contact lens wearers are susceptible to developing dry eyes because the contact lenses block oxygen from entering the eye in addition to the lens absorbing lubricating tears.

### Symptoms include:

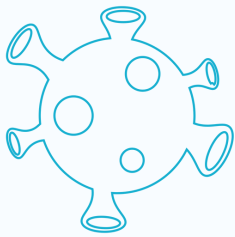
- Burning
- Redness
- Strain
- Feeling of something in your eye
- Fluctuations in vision

Opting for disposable “daily” lenses helps mitigate this. Disposable lenses vary in quality and material, and your optometrist will help you find the most suitable type for your needs.



# 3: So You Think Your Glasses Don't Need An Update

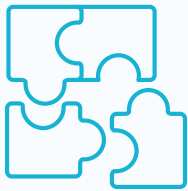
Here are some things to consider



## IN CASE OF INFECTION

Consider this: if you were to develop an eye infection that prevented you from being able to use contact lenses, would you feel comfortable working or driving with your current glasses? Are you happy with how your glasses look?

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## CONTACT LENS BREAKS

Periodic full-day breaks from contact lenses are advised along with lens breaks for 1 hour in the morning and evening. Breaks help prevent the instance of dry eyes and should be facilitated with up-to-date glasses for safety and comfort.

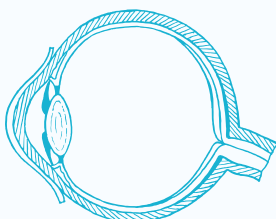
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## CONDITIONS RELATED TO EYE STRAIN

During long lens break periods, preventing eye strain also can prevent headaches, wrinkles, and a decrease in productivity.

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## PROGRESSION OF MYOPIA

In the event of untreated myopia in teens, an up-to-date prescription can make a difference.

# CHIC VISIONARIES

## ELEVATE YOUR LOOK WITH CUSTOM PRESCRIPTION SUNGLASSES



### Experience the Power of Elegance.

All sunglasses, including non-prescription sunglasses, should be replaced every other year due to the wearing away of UV protection over time.

Prescription sunglasses are necessary for safe driving along with safely navigating through situations that leave your eyes vulnerable to UV rays.

In cases of breaks from contact lenses that last one day or longer, it is advised to have at least one pair of prescription sunglasses.

They also help prevent sunspots in the whites of the eye, sun damage to the skin that causes premature aging and loosening of the skin around the eyes, and wrinkles.

Though contact lenses provide UV protection, it is still advised that contact lens wearers keep UV protective sunglasses for the safety of the rest of their eyes for the same reasons.





# 4. Beyond Dry Eyes

Managing dry eyes associated with contact lenses

01

## SYMPTOMS

Burning

Itching

Grittiness

Tearing

Feeling of something in your eye

Fluctuations in vision

## MEDICATION

Various medicated eye drops are available for the treatment of dry eyes. Please be aware that certain medications may require a temporary pause in contact lens use.

02

03

## PROCEDURES

Procedures are typically brief, however individuals undergoing these treatments may experience some discomfort during the process. Medical procedures for dry eyes may not be covered by insurance or vision plans.

## WHEN TO SEEK TREATMENT

If any of the above symptoms become persistent, book an appointment online and take the necessary steps to protect your vision and eye health.

04

# 5: Back to the Basics:



## 1. Consider Daily Lenses

To combat dry eyes  
and prevent infection



## 4. Switch it Up

We understand the need for different styles to fit the occasion. Get multiple pairs of glasses and sunglasses for the ultimate style game



## 2. Don't Slack on Glasses

Have an up-to-date prescription on hand and make sure you like the frames enough to *use them*



## 3. Sunglasses: Fashionable & Functional

Level up your look with prescription sunglasses!  
Having at least one pair is recommended



DO	DON'T
<p>Thoroughly wash your hands with soap and water before touching your lenses or your eyes.</p>	<p>Do not clean your lenses with tap water, bottled water, saliva, or any fluid not specifically labeled as a multi-purpose disinfecting solution.</p>
<p>Give your eyes a break from contact lenses. It's recommended to have no lenses on for at least one hour after waking up and before going to sleep.</p>	<p>Do not sleep, swim, or shower while wearing your lenses. If not followed, discard them immediately and instill a recommended artificial tear.</p>
<p>If not using disposable "daily" lenses, ensure thorough cleaning with multi-purpose solution every morning and night. <b><u>Replace your contact lens case</u></b> at least every three months and replace the solution nightly. Alternatively, consider a hydrogen peroxide-based solution per your doctor's recommendation.</p>	<p>Be cautious when applying makeup or hair/facial sprays when wearing contacts. These products can infiltrate your eyes and accumulate on the lens, diminishing the lens longevity and causing discomfort. Avoid applying eyeliner on the waterline, as it can disrupt tear film balance, further impacting lens longevity.</p>
<p>Trim your nails appropriately for safe insertion and removal.</p>	<p>Do not let your fingernails touch your contact lenses or your eyes.</p>

# Contact Lens Evaluation

Patients should schedule contact lens evaluations annually or sooner, considering their remaining supply. Delaying until the last 1-2 weeks of availability heightens the risk of complications. We strongly advise proactive scheduling to uphold optimal eye health and prevent potential issues.

A contact lens prescription may be valid for one year. Patients should have an annual comprehensive eye exam, which can include a contact lens evaluation if desired. This yearly check ensures a proper fit, verifies prescription accuracy, and assesses the lenses' impact on ocular health. It's important to note that a contact lens evaluation is a separate service with additional charges, and the renewal of a contact lens prescription requires a corresponding evaluation.

Our goal is to find the best contact lens to enhance your vision, comfort, and ocular health. Achieving a proper fit is essential to minimize the risk of short or long-term damage to ocular health due to direct contact with eye tissues.

# CONNECT WITH US



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