

Are fine prints starting to look like this?

Ensure your eyesight keeps up with you by switching to multifocal contact lenses



Did you know that 3 in 5 Singaporeans aged 38 and above have presbyopia?

Presbyopia is a natural, age-related eye condition that happens to everyone, regardless of lifestyle, occupation or income. Were you ever late for an appointment because you couldn't read the calendar details on your smart phone clearly? Have you ever found it difficult to read the menu in the dim lighting conditions of your favorite fancy restaurant?

If you have experienced any of these and are feeling frustrated over such little inconveniences, you are not alone! In a local survey, among those with presbyopia, 90% of Singaporeans said they struggle to read newspapers and documents. Almost 1 in 2 said that presbyopia affects their ability to read messages on their mobile or read price tags in the supermarket.

In the same survey, 7 in 10 Singaporeans recognised the significant inconvenience presbyopia posed, but chose to bear with it because they felt there is nothing they can do to correct their condition.

Find out if you are an emerging presbyope

Use the checklist below to assess your symptoms:

Do you have to tilt reading materials to see clearly, for example when reading your favorite magazine or when reading the food labels while shopping?	Yes	No
Do you have difficulty seeing clearly for close work, such as reading your blackberry or typing text messages?	Yes	No
Do you need brighter, more direct light for reading? Similarly, does your ability to focus seem to lessen in bright light?	Yes	No

If you answered yes to any of the questions above you might want to make an appointment with an eye care professional as you may be showing the signs of developing presbyopia. Or go to www.airoptix.sg for more information.

1 CIBA VISION, data on file 2010.

2 In emerging presbyopes.

3 5 times more oxygen when compared to traditional soft lenses.

AIR OPTIX™ AQUA MULTIFOCAL Dk/t = 138 @ -3.00D. Other factors impact eye health.

EXPERT ADVICE

OPTOMETRIST PHILIP D. IZAAC EXPLAINS:



"Presbyopia, also known as 老花眼 in Chinese, is a natural progression of life where the eye gradually loses the ability to focus on near objects, for example during close reading, as a person ages. Presbyopia doesn't only just develop in senior citizens; symptoms typically appear when one approaches the age of 40 and affects everyone, regardless of whether they've had perfect eyesight or had surgical eye correction. When presbyopia develops, small print begins to be difficult to read, especially in poor light, and people start to tilt their documents backward to read better. It is great that multifocal contact lenses like the AIR OPTIX™ AQUA MULTIFOCAL are available to manage presbyopia and help sufferers "get their eyes back." Consumers should actively seek information from their eye care professionals to help them make informed decisions on the choice of their vision correction."

A CLEAR SOLUTION

If you are an emerging presbyope, AIR OPTIX™ AQUA MULTIFOCAL contact lenses:

- Provide you with a flexible, healthy contact lens option that provides crisp, clear vision at all distances².
- Feature a unique Tricomfort™ Technology that retains moisture, transmits 5 times more oxygen³ and resists deposits- providing sustained all-day comfort, every day.
- Are available at all major optical outlets at \$74.50 for a three-piece pack. From now till end Dec '10, consumers enjoy a \$5 discount off AOSEPT® PLUS solution for every two boxes of AIR OPTIX™ AQUA MULTIFOCAL purchased.



CIBA VISION
Shared Passion for Healthy Vision and Better Life