



Oh, Just Relax!

A little boost of power isn't just for presbyopes anymore! The world has quickly changed to society that revolves around devices delivering the latest in work, news and personal connections. All of these electronic advances have enhanced our lives in many ways, but are forcing your patients' eyes to work harder as they accommodate for varying viewing distances. This is especially true for your patients between the ages 18 to 40.

Increased use of electronic devices is a given. Every year, innovative inventions hit the market and everyone wants something newer and quicker. Standard cell phones are becoming rare as smartphones offer many uses in one handy device. The average consumer may not realize the additional eyestrain they are creating, but they are certainly feeling it by the end of the day.

Not only has the popularity and use of handheld devices increased, but how the eye perceives the data will add to eye fatigue. The screens on these devices and computers create images that appear to be at a varying depth in relation to the actual screen. This causes the eye to continually shift focus between the screen and the apparent position of the images.

To add to this, the average screen size of smartphones is 3.5 inches. That is not a lot of area for the eye to distinguish images! While larger screen sizes have been marketed, the preference remains with smaller size.

Shamir Relax is the ideal solution for single vision patients and pre-presbyopes who spend the majority of their work day reading and using the computer to complete tasks. These activities force the muscles in the eye to focus in and out repeatedly throughout the day. This routine performance of the eye's muscles, referred to as prolonged accommodation, results in visual fatigue.

Designed to replace single-vision lenses, it performs as single vision in the distance but integrates a +0.65D plus power "boost" in the bottom portion of the lens. It's a small enough amount to allow for clear distance vision, but just enough power to relieve eye strain. This is achieved by the use of free-form technology and digital application. Sounds like a progressive, but this lens achieves add quickly and reaches 85 percent of total power roughly 13 mm below the optical center and attains full power in another 2mm. Blur

is kept to a minimum in Relax lenses, about 0.50D. This is equivalent to what the eye can tolerate and most wearer's probably will not notice at all. This small boost of power can reduce the demand of accommodation up to 30 percent. For your patients that are experiencing discomfort from the increased visual demands of today's technology, this lens will provide some welcome relief!

By asking the right questions of your patients, you will be able to ascertain who could benefit from a Shamir Relax lens. The most obvious symptoms of visual fatigue are tired eyes, neck and shoulder pain, frequent headaches and blurry vision at the end of the day. Begin at reception by confirming the reasons why the patient scheduled an exam. Ask the patient during pre-testing and their exam if they are experiencing any symptoms and what electronic devices they use throughout the day. Finally, explain how you can help relieve the fatigue and eye strain they have been experiencing.

Available in CR-39, polycarbonate, 1.60 materials and Transitions or polarized, there is a wide range of availability to meet all of your patients eyewear needs. Fitting the Shamir Relax lens is easy. Adjust the frame to about a 9 degree pantoscopic tilt with a small amount of face form. Measure the patients monocular PD and dot the center pupil (OC). The OC needs to be included on the lab order and should be no less than 16mm.

The world is evolving quickly and new lens designs are continually being introduced to answer the demands on vision. If you would like additional marketing materials on the Shamir Relax lenses, contact your Midwest Labs location.

Shamir Relax lenses

Why patients need it...

- ▶ Prevents symptoms brought on by visual fatigue
- ▶ Perfect for tasks completed from near to mid-range distances
- ▶ Suitable for non-prescription patients who experience visual fatigue
- ▶ Fast and effortless adaption



FRAME AND LENS PACKAGES FOR BACK TO SCHOOL!



Midwest Labs is proud to announce their 2011 Back-To-School Frame and Lens Packages featuring Hershey's and Scooby-Doo Frames! See the package pricing below:

LENS AND FRAME PACKAGES

POLY SINGLE VISION	\$ 55.00
POLY SINGLE VISION TRANSITIONS	\$ 95.00
TRIVEX SINGLE VISION	\$ 65.00
TRIVEX SINGLE VISION TRANSITIONS	\$105.00

Add our RELIANCE HP AR COATING for \$25 (when combined with package)

