

ACUVUE® Eye Health Gallery

@ THE OPTIQUE

Your optical store is more than just the place you pick up a new box of contact lenses from, or where you get your vision correction powers updated.

The optometrist who dispenses your contact lenses is also a qualified eye health consultant who is able to perform comprehensive eye tests, form diagnoses from these tests, and recommend means to ensure long term eye health for you and your loved ones based on individual lifestyle and needs.

Johnson & Johnson proudly introduces the state-of-the-art ACUVUE® Eye Health Gallery that promises to provide the next generation in health consultation services to shoppers at The Optique-Capitol Optical's brand new concept store.

The ACUVUE® Eye Health Gallery offers an interactive display panel for eye health education, and allows for personalized professional eye health services by the optometrist, contributing to an enhanced and fruitful patient consultation experience.

*The Optique is located at 2 Orchard Turn
B1-23 ION Orchard S238801*

"We've partnered with Capitol Optical to proudly present Singapore's first-ever ACUVUE® Eye Health Gallery so that our patients can receive the best dedicated care for the health of their eyes in terms of innovative products, knowledge and expertise."

**- Ms Bebe Teo,
Country Manager
Johnson & Johnson
Vision Care Singapore**



Jenny Tam,
Branch Manager & Optometrist
at The Optique, gives her professional opinion on eye health issues you might have always wanted to know about.

Why do my eyes get red and uncomfortable at the end of the day?

Dryness or environmental irritants and even bad contact lens fitting may lead to the experience of such symptoms. A majority of cases however are due to insufficient oxygen supply to the eyes underneath the contact lenses. Having a contact lens made from traditional hydrogel materials on the surface of your cornea will reduce the amount of oxygen reaching your eyes. After a long period, the blood vessels in the eye will surface to try to increase the oxygen intake. This explains why the eye looks red. Protein build-up accumulated and moisture loss over time will cause discomfort.

Should you be suffering from these symptoms, these are signs of your eyes' call for health. You can easily address them by switching to high oxygen permeable lenses such as those made from Silicon Hydrogel which allows comfortable and healthier wear throughout the day. Daily disposable lenses ensure you have fresh and completely clean lenses daily, avoiding problems caused by protein buildup.

What should I take note of if I'm getting contact lenses?

You should consult a qualified contact lens practitioner, who will firstly examine your eyes to ensure that they are suitable for lens wear. The eye care professional will then proceed to prescribe the most suitable lenses that best support and maintain optimum health of the eyes, while considering your lifestyle needs and preferences.

The fit of the contact lens is important as an improper fit may lead to problems over time. The different parameters, such as the base curve or diameter of lens will affect the fit of lenses and your optometrists should test, recommend and prescribe a lens that fits you well.

The best modality for contact lenses is daily disposables because of the hygiene it affords wearers. When a fresh new lens is used every day, there is no potential of foreign bodies on the lenses or protein buildup, thus reducing the occurrence of corneal complications. Also choose contact lenses with high oxygen transmissibility in order to allow your eyes to "breathe." This will ensure that you maintain healthy, bright and white eyes.

I understand how harmful UV rays are to my eyes, but must I wear sunglasses every time I'm outdoors, even if it's just for a while?

The harmful effects of the sun are widely understood and in sunny Singapore, it is advised to protect your eyes as much as possible when outdoors.

While sunglasses can protect your eyes from rays of the sun, it is not the only means to shield your eyes from harmful UV rays. Some clear optical lenses have UV coat which can block out the harmful rays as well. Some contact lenses also have high UV blocking capabilities to protect the delicate cells in the eyes from being damaged. Choose vision correction tools that have internationally recognized UV blocking capabilities to ensure optimal eye health. This will help in safeguarding the health of your eyes in the long run.

Advertising Feature

1 • DAY ACUVUE® TruEye™
Setting the standard in healthy contact lens wear

Contact lens wearers can now look forward to healthy, white and bright eyes throughout the day with 1 • DAY ACUVUE® TruEye™.



An extremely smooth and moisture-rich lens, 1 • DAY ACUVUE® TruEye™ provides Class 1 UV protection* from the sun while allowing virtually 100% of oxygen delivery to the cornea. 1 • DAY ACUVUE® TruEye™ allows your eyes to breathe as freely as it would with no lens at all.¹ So now you can rid yourself of red, dry and tired eyes while protecting your eyes from the abundant UV rays we receive**. This daily disposable lens also avoids the hassle of cleaning and storing, and significantly reduces the amount of deposits that form on the lenses.

Maintaining the best health for your eyes has never been this easy. Go on and check how healthy your eyes look with 1 • DAY ACUVUE® TruEye™.

Visit the ACUVUE® Eye Health Gallery for your personalized consultation experience and ask about 1 • DAY ACUVUE® TruEye™ today.

ACUVUE®
BRAND CONTACT LENSES
SEE WHAT COULD BE™

¹ Data on file, Johnson & Johnson Vision Care, 2009.

* In accordance with American National Standards Institute (ANSI) and International Organization of Standardization (ISO) published standards of UV-protection.

** Help protect against transmission of harmful UV radiation to the cornea and into the eye. WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV blocking contact lenses help provide protection against harmful UV radiation. However clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other disorders. Consult your eye care practitioner for more information. ACUVUE®, ACUVUE® TruEye™ are all trademarks of Johnson & Johnson Vision Care. © Johnson & Johnson Pte. Ltd. 2009