

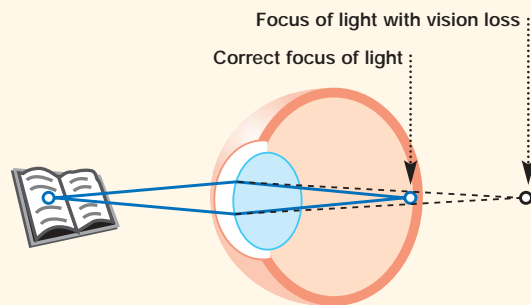
Aging and your eyes

It seems to happen overnight. You suddenly can't read a menu, see your alarm clock or review the scores on your golf card. Rest assured, you're not alone. Millions of baby boomers like you are losing their near vision as part of the natural aging process.

Why the loss of near vision with age?

When we turn 40, our eyes begin losing their ability to easily focus on near objects. This can be the result of two different conditions:

- **Presbyopia:** when the lens in the eye loses flexibility because of age. This causes problems in the way our eyes focus light. Most people over age 40 and everyone over age 50 suffer from this condition.
- **Farsightedness (hyperopia):** when the surface of the eye (cornea) is too flat, changing the way our eye focuses light. Young eyes are often strong enough to compensate, which is why it may only be a problem after age 40.



A normal eye focuses light directly on the back surface of the eye (retina) to enable clear vision. Presbyopic and hyperopic eyes are unable to achieve this correct focus on near objects and sometimes objects in the distance as well.

Why continue to struggle with reading glasses?

Reduce your need for reading glasses with the *ONLY* FDA-approved technology designed to improve near vision.



NearVision™ CK
Safely see young. Again.

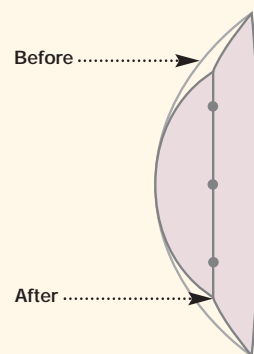
Turn back the clock on your vision

NearVisionSM CK[®] (Conductive Keratoplasty[®]) can improve your near vision, allowing you to see clearly like you could 10 years ago. It's an exciting advancement in vision correction because it is a simple, painless procedure that uses radiofrequency (RF) energy instead of a laser.

- **No cutting** — helps minimize side effects and speed recovery
- **Convenient** — your doctor performs the procedure in his or her office
- **Safe** — the only FDA-approved technology used to improve near vision in those over 40
- **Fast and easy** — takes only 3 to 5 minutes and is virtually painless

How NearVision CK works

CK can change how the eye focuses light by reshaping the surface of your eye (cornea). When the shape is changed, light can be refocused on the correct part of your eye (retina). To produce this reshaping, CK uses the controlled release of RF energy to heat and shrink corneal tissue. This steepens the cornea and allows light to properly focus on the retina again, improving near vision.



The RF energy is gently applied to your eye in a circular pattern, avoiding your pupil entirely. The points form a ring of tightening (like a belt) that steepens your cornea.

What to expect during the NearVision CK procedure

Once your doctor has determined that you are a candidate for CK, your cornea will be mapped to determine its current and individual shape. This will be used to plan the procedure and measure results.

Before the procedure, the only requirements are to not wear contact lenses up to three weeks prior to surgery, and on the day of surgery do not wear makeup. You will also need to arrange transportation to and from your doctor's office. The procedure itself is fast, simple and painless:

- Numbing (anesthetic) eye drops are applied
- Treatment pattern is imprinted with rinse-away dye
- Hair-thin Keratoplast[™] Tip is used to apply RF energy

After the procedure, you may elect to wear dark glasses. There is generally no need to wear a patch. As with other vision procedures, you will probably experience some discomfort and light sensitivity for a few days.

Is NearVision CK right for you?

CK is intended for people over 40 years of age who want to improve their near vision. If you are over the age of 40, had great vision your whole life and now struggle with reading glasses, you may be a candidate for CK. Other criteria include:

- No significant changes in your vision for 1 year
- No chronic eye disorders
- Not pregnant or nursing
- No chronic illness or disease

NearVision CK: Ask for it by name

If you are experiencing problems with your near vision and meet the above criteria, talk to your doctor and get a full eye examination. He or she can determine your specific vision problem and whether NearVision CK is right for you. With this knowledge in hand, you can better evaluate your options.

Imagine turning back the clock on your vision to a time when you could read a menu or work on a computer without the hassle of reading glasses. Now you can with the only technology that is FDA approved with you in mind — NearVision CK.