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## BABY BOOMERS GET BACK INTO FOCUS AND WAVE GOODBYE TO READING GLASSES FOREVER

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**NEW JERSEY**-In the age of technology, where the Internet is the primary means of communication, baby boomers and those over the age of 40 are constantly straining their eyes at the computer terminal. Additionally, with the emerging trend in aesthetic surgery and non-invasive beautifying treatments, baby boomers no longer find reading glasses a sufficient fix for their woes. As of late, eye care companies have taken notice of this issue and have since aimed their energies at helping the generation look and feel younger by offering a range of new solutions such as specialty lenses and vitamin supplements designed to keep eyes healthy. **Today, eye care company Refractec has announced the approval of a new, non-invasive procedure called The Viewpoint CK System (CKResource) by The Federal Drug Administration for the improvement of near vision in presbyopic patients.**

"Boomers aren't satisfied with reading glasses anymore," said, **Cary M. Silverman, M.D., medical director of EyeCare 20/20, and board-certified New Jersey ophthalmologist.** "With all the emphasis on cosmetic procedures, this generation sets themselves apart from any other. Unlike their parents, the baby boomer generation is not willing to grow old. So their expectations are much higher. NearVision CK will bring boomers a new, unprecedented solution leaving behind yesterday's technology."

NearVision CK (also referred to as CK or Conductive Keratoplasty) is a safe, new, non-laser technology specifically designed for those who struggle with reading glasses and want to improve near vision. By reshaping the cornea, NearVision CK is the first FDA approved technology that effectively corrects vision in patients who are presbyopic (loss of reading vision) and hyperopic (farsightedness).

**HOW DOES IT WORK?** Using only topical (eyedrop) anesthesia, CK utilizes **radio frequency energy** (radio waves), instead of a laser or scalpel, to reshape the cornea. Using a probe thinner than a strand of human hair, CK applies radio waves in a circular pattern on the outer cornea to shrink areas of collagen. This circular shrinkage pattern creates a constrictive band (like the tightening of a belt), increasing the overall curvature of the cornea to bring life's details back into focus. Radio frequency energy is one of today's most advanced surgical technologies. In addition to its use in CK, radio frequency energy is being used in prostate cancer therapy, back surgery and even cardiovascular procedures. It works quickly as it is completed in just three minutes and is the safest and most effective way to correct vision impairment to date.

**RESULTS:** In a recent clinical study, nearly 95 percent of patients reported being "satisfied" to "extremely satisfied" with their visual outcome after having CK. The procedure provided a restoration to normal vision in 93 percent of the patients according

to recent clinical trial data collected 24 months after CK. Furthermore, these outcomes continue to exceed FDA guideline of 85 percent restoration to normal vision for refractive surgical procedures.

**WHO IS A GOOD CANDIDATE?** Since vision in baby boomers begins to deteriorate later in life, many of them view glasses as an unwelcome sign of aging. Over 60 million Americans struggle with glasses, making it the most common vision disorder in the country. Anyone who has trouble doing things as simple as reading a menu, newspaper, or computer screen can greatly benefit from the CK procedure.

**ABOUT CARY M. SILVERMAN, M.D. & EYECARE 20/20:** Cary M. Silverman, M.D. , Medical Director of EyeCare 20/20, located in Northern New Jersey, has been performing refractive surgeries since 1992 and is cited in the 1998, 1999, 2000, 2001, 2002, 2003, and 2004 editions of “The Best New York Area Metro Doctors.” He has performed thousands of LASIK procedures to date and currently serves as a mentor physician for VISX, Inc., a program designed to lend additional training to VISX-certified doctors in laser vision correction. With the M.D. Mentor Program, doctors pair up with experienced, successful refractive surgeons, like Dr. Silverman, who provide valuable answers to clinical concerns. In addition, Dr. Silverman was named a “VISX Star Surgeon” for his performance as a refractive surgeon. This honor is given each year to the highest-volume surgeons in the United States. Ranking as a VISX Star Surgeon places Dr. Silverman and EyeCare 20/20 in the top 5% of refractive surgeons and centers nationwide. Dr. Silverman’s education and training includes a medical degree from the New Jersey Medical School and a BA in Biology from Boston University.

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