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**THE FDA ZOOMS IN ON A NEW VISION CORRECTION PROCEDURE
RECENTLY APPROVED**

(EAST HANOVER, NJ)---ICL or Implantable Contact Lenses are putting the LASIK surgery trend to rest. At the present time, in the age of the anti-aging revolution, corrective vision surgery has replaced eyeglasses and now even contact lenses as the premier form of vision correction. On Monday, September 13th, 2004, the Federal Drug Administration (FDA) approved ICL or Implantable Contact Lenses, a new trend in vision correction surgery for those who are not good candidates for Lasik. However, the FDA said the lens implant may not eliminate the need for glasses for night driving or other activities performed in low light. Just as LASIK surgery changed the face of vision correction 10 years ago, ICL is sure to be the next big thing.

ICL or Implantable Contact Lenses are for those patients in need of distance correction who are not proper candidates for LASIK or laser vision correction due to their high prescription and corneal depth. According to **Dr. Cary Silverman, ophthalmologist and founder of EyeCare 20.20 in East Hanover, New Jersey** “ICL is a new, safe, cutting edge procedure that will finally give patients who were not good candidates for LASIK an option other than wearing glasses or temporary contact lenses.”

HOW DOES ICL WORK?

ICL is a new device intended to be an alternative for laser operations that correct nearsightedness by reshaping the cornea, the clear outer covering of the eyeball. The surgeon starts by slipping the lens between the natural crystalline lens and the iris through a small corneal incision no larger than 3 mm. The lens is implanted easily in front of the natural lens. Like a photographer swiveling a camera lens into focus, the tiny hard plastic lens works behind the scenes to help the eye create in-focus images. When it comes to pain and/or discomfort, there is very little that occurs in the days afterward and a patient who has undergone the ICL procedure can go back to their regular activities in a short amount of time.

SCIENTIFIC EVIDENCE:

In its current form, Silverman notes “ICL does not correct astigmatism, which is blurry vision caused by an irregular curvature of the cornea. Potential complications from ICL are quite unusual, but most complications have had complete resolution. Already in use in Europe, the lens is manufactured by Ophtec, USA Inc., of Boca Raton, Fla., under the trade name Artisan, which will be distributed by American Medical Optics under the

Verisyse brand name. After three years, 92 percent of 662 patients had 20/40 or better vision, considered standard vision necessary to obtain a driver's license, and 44 percent had 20/20 or better, the FDA said, citing Ophtec research. The implant was tested in people whose nearsightedness was moderate to severe.

Dr. Silverman states "This wonderful, new development in vision enhancement corrects a range of nearsightedness for which there is no other alternative. This procedure offers an effective and safe alternative to LASIK at a much broader range of correction."

ABOUT CARY M. SILVERMAN, M.D. & EYECARE 20/20:

Dr. Cary M. Silverman, Medical Director of EyeCare 20/20, located in Northern New Jersey, has been performing refractive surgeries since 1992 and is cited in the 1998-2005 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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For additional information, to schedule an interview or to request products, please contact Keri McAuliffe at 973.560.1500, kmcauliffe@eyecare2020.com.