

We Have an App for That!

Smart phones and tablets are everywhere and with over 10 billion apps downloaded to date, hearing “There’s an app for that!” has become almost commonplace. Digital lens processing technology is allowing our industry to keep pace with communication technology and offer visual solutions for the new demands made on patients vision.

The new Naturalite Eye App is an innovative design that reduces visual fatigue allowing eyes to rest when reading on tablets, working with computers, texting or playing computer games. The eye is being asked to perform these functions for increasing amounts of time and on smaller screens than a standard computer. How the eye sees the data will cause eye fatigue as 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.

This increased use of near vision will cause the muscles that surround the crystalline to tire resulting in eye fatigue. Common complaints you may hear from your patients are pain, dryness, red eyes and headache. The Naturalite Eye App lenses reduce the weakening process of the eyes muscles because they provide the wearer with just a touch of addition in the bottom portion of the lens.

The Naturalite Eye App is available in two power options; +0.50 and +0.75. The +0.50 is desirable for people who spend a considerable amount of time on a com-

puter. The boost of power will make working on the computer more comfortable and they will experience less eye fatigue.

The +0.75 is the choice for your patients that use tablets or smart phones often throughout the day, or students required to read large amounts of material. By wearing this lens, the demand for accommodation is lessened providing the wearer with greater comfort.

Ideal for 18 to 40 year olds, many of your patients could benefit from the features of this design. As seen in the power maps below, there is very little distortion created by the Naturalite Eye App design and after a few minutes of wearing will seem like a standard single vision lens to the wearer. Emerging presbyopes not quite ready for a full add power would also be perfect candidates for this lens.

To determine which patients may be suitable, ask the following questions:

- > How many hours a day do you spend on a computer?
- > Do you often use handheld electronic devices?
- > Do your eyes feel tired and strained at the end of the day?
- > Do you experience headaches after a full day of computer work or electronic use?

From their response, you will be able to establish if they could benefit from this new lens design and can let your patients know that you have “an app” for that!

