

Seeing really is believing for short-sighted people - when NOT wearing their contact lenses.

Wear your contact lenses when you go to bed, take them out the next morning, then see perfectly for the rest of the next day – sounds too good to be true?

That's what most people think when they are first offered overnight vision correction (OVC) lenses – but after only one night's wear, seeing really is believing for short-sighted people.

About 12 million people in the UK are short-sighted. For them, distant objects appear blurred because their cornea (the transparent front part of the eye covering the iris and pupil) is either too curved, or the eyeball too long.

This makes light rays from distant objects focus in front of the retina, instead of directly onto it – so causing blurred vision.

The curvature of an OVC lens is precisely calculated, enabling it to gently re-shape the cornea during sleep, so that on removal vision is normal - the same principle as laser surgery, but totally safe AND reversible!

Also known as orthokeratology, OVC may sound like the stuff of science fiction, yet has its roots in ancient China, where short-sighted people discovered that sleeping with a tiny weight or silk bag of sand on each eye restored perfect vision throughout the next day.

i-GO OVC treatment is now available at the Contact Lens Practice in Birmingham (an independent and family-owned contact lens specialist practice, founded by Geoff Wilson 35 years ago) – one of a number of exclusively selected UK optical practices to become accredited to fit i-GO contact lenses and invest in the special equipment needed.

Sourcing lenses from around the world, Geoff has a bespoke solution for 99 per cent of his patients – even those previously assured that they can't wear lenses.

SEEING IS BELIEVING FOR THREE WEST MIDLANDERS



Sporting reason to wear OVC lenses

Frustrated that health and safety rules made him remove his glasses when playing sport at school, 11-year-old Andrew Wight consulted Geoff about OVC.

Mum, Janine, said: "I could barely believe that Andrew needed to wear the lenses only in bed, but Geoff provided him with endless reassuring information – enabling us to make an informed decision. He clearly enjoys giving younger patients the extra time they sometimes need.

"No wonder he draws patients from all over the country and even from abroad, given his caring approach and vast array of equipment – some of which is only usually found in hospitals!"

His vision almost perfectly restored after the first night of wearing the lenses, Andrew said: "They are brilliant – the tennis ball doesn't sneak up on me any more!"

In line with latest research, Andrew's prescription has significantly improved and his lenses are expected to prevent further deterioration.

Nurse's twenty-year search for comfort ends

OVC has also proved the solution for a 41-year-old woman who has battled for 20 years to find contact lenses to suit her.

Standard contact lenses seemed the answer for Angela Lampitt - who had



reluctantly worn glasses since the age of 19 – but a flat cornea meant they wouldn't fit correctly and therefore caused unbearable irritation.

The general practice nurse faced a return to the glasses she loathed. "I hated wearing them – they always fitted badly and rubbed my nose, while making me feel so 'mumsy' for a night out!"

Turning to Geoff Wilson for OVC, Angela enjoyed a significant improvement in her vision after the first night of wearing the lenses – which have literally changed her life. "I can see to put on my make-up and I no longer have to suffer my glasses slipping at the gym - I may even pursue my ambition to abseil and go orienteering," she concluded.

"We are very excited about the first year results from the SMART study (published in January 2009) using the IGO lens," said Jennifer Golden CEO i-GO Optical.

Pensioner sees again – with her own eyes

"I had worn glasses from the age of 12, but there was no way as a young woman that I was going to attend dances and see The Beatles as 'Miss Four Eyes!'" explained Elaine Hemming-Allen.

"I also wasn't prepared to rely on friends' descriptions of any potential suitors! So, I was going to wear contact lenses, even if they killed me – and at first I thought they would!" said 62 year-old Elaine.

Fitted with her first lenses aged 20, Elaine thought she had experienced it all - hard lenses, soft lenses, gas permeable... - but



then Geoff introduced her to OVC.

"It seemed unbelievable that I would be able to see with my own eyes again – but when Geoff said I would need to wear a lens in only 'one' eye, well, that really took some believing!" said Elaine.

Geoff explained: "This technique is called monovision – the planned use of one eye (usually the weakest) to provide reading vision, while the other is used for clear distance vision. Although most people have two eyes that work equally together, the brain still prefers to concentrate on viewing images with one eye rather than the other. This dominant eye is often the one on the same side as the hand with which you write.

Elaine added: "It's the silliest things that makes OVC so wonderful for me. For the first time since I was 12, I could see the

detail of things like bark on a tree – and all with my 'own' eyes!"

"Short-sighted children in the test group who were fitted overnight vision correction lenses showed no increase in their prescription over twelve months, while the prescription of those in the control group wearing soft contact lenses increased by an average of 0.40D. "Overnight vision correction shows great promise as a 'cure' for short-sightedness in children," concluded Jennifer.

- Cost for i-GO OVC treatment is from £250 for the initial consultation, sight test, diagnostics and lens design; then £40 per month for replacement lenses, cleaning solutions, annual sight test and all aftercare.



For further information, see: www.thecontactlenspractice.co.uk, or discuss with a member of staff on freephone: 0800 542 7650