

We honor eye's health

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Dear Valued Professional,

We are gladly taking the next step forward through our journey of building up an interactive and dynamic relationship with eye care society of Iran, by introducing our second edition of monthly newsletters.

So far, we have received remarkable acceptance for the first edition of newsletter sent to you and we hope we can continue our way having your support.

Since its establishment in 2002, **Amico Yasna Pars** has always been among the leading providers of cutting-edge technologies in the field of optometry, ophthalmology and

dermatology.

We are proud to be a part of eye care society of Iran by offering the state of the art technologies from the leading innovative companies of the world, including **Abbott Medical Optics, Alcon vision Care (CIBAVISION), Huvitz, Kowa, Katena, Asico, Oasis** and **Alchimia**.

On behalf of whole **Amico Yasna Pars** team, we would like to take this opportunity to thank you for accompanying us with the monthly newsletters and are eagerly looking forward to receive your comments and ideas to excel our new exercise.

Amico Yasna Pars Team

T E C N I S[®] **Abbott** Medical Optics

This is Optical Synergy

There is no academic reason to block blue light

- Blocking blue light does not provide any proven benefit, and increases the risk of compromising scotopic vision and normal circadian rhythms.¹
- Furthermore, multiple peer-reviewed studies have failed to find a link between age-related macular degeneration (AMD) and blue light exposure.¹
- Scotopic vision declines with age, even in healthy eyes without cataract or retinal disease.¹
- Driving, mobility and peripheral vision problems have all been associated with reduced scotopic vision.²

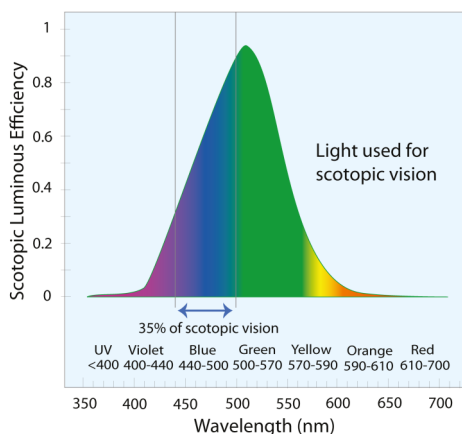
Blue Light: To Block or Not To Block

Speculation that light exposure is involved in the pathogenesis of age-related macular degeneration (AMD) remains unproven, despite almost a century of

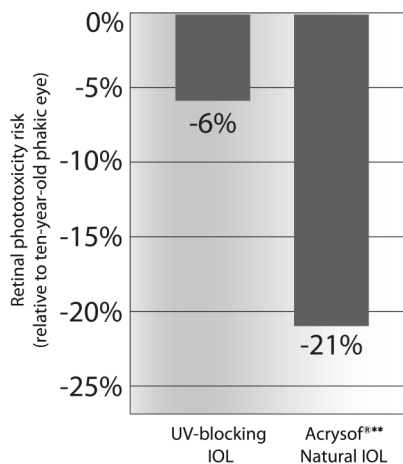
study, but it has prompted some manufacturers to introduce IOLs that restrict visible light as well as UV radiation. Blue-blocking IOLs attenuate substantial amounts of violet (400 nm to 440 nm) and blue (440 nm to 500 nm) light. It has been known for more than 50 years that blue light is important for vision in dim environments.^{1, 2} A rapidly growing body of scientific evidence now documents that blue light is vital for optimal systemic and mental health.^{2, 3} UV-blocking IOLs have provided pseudophakes with their best possible photoreception for more than 3 decades. Blue-blocking IOLs sacrifice rod and retinal ganglion photoreception for ineffective photoprotection against an unproven hazard.

Healthy blue light transmission is necessary for optimal scotopic vision¹

Blue light provides 35% of scotopic sensitivity⁴



Blue-Blocking IOLs reduce scotopic sensitivity up to 21%¹



1 - Mainster MA. Violet and blue light blocking intraocular lenses: Photoprotection vs. photoreception. Br J Ophthalmol. 2006;90:784-792.

2 - Owsley C, McGwin G, Scilley K, et al. Perceived barriers to care and attitudes about vision and eye care: Focus groups with older African Americans and eye care providers. Invest Ophthalm Vis Sci. 2006;47(4):2797-2802.

3 - Wald G. Human vision and the spectrum. Science. 1945;101:653-658.

4 - Mainster MA. Violet and blue light blocking intraocular lenses: photoprotection versus photoreception. Br J Ophthalmol. 2006;90:784-792.

5 - Mainster MA, Turner PL. Intraocular lens spectral filtering. In: Steinert RF, ed. Cataract Surgery, 3rd Edition, in press. London: Elsevier Ltd.; 2007.

Huvitz

Accurate & Easy IOP Control, Through HUVITZ Full Tracking Non-Contact Tonometer



As proved, controlling the IOP of patients is an inevitable fact for eye care practitioners to prevent ocular pressure related disorders mainly Glaucoma. Since the patients are not aware of the major side effects of the disorder, routine monitoring of the patients' IOP through accurate equipment will help the practitioners to take preventive treatments in appropriate time.

With Huvitz Non-contact tonometer, only a button needs to be pressed to align, focus and puff both left and right eyes in an automatic way meaning less time versus more patients.

Also to get more precise results and data in an effective tonometry, corneal thickness values of a patient could be inserted manually while soft puffing feature plus a safety sensor to avoid any contact between nozzle and the eyes, maximizes patients' comfort.

Moreover, four modes of air puffing, high resolution touch LCD screen with tilting ability between 0 to 90 degrees and user friendly icons, provide practitioners with an easy to use environment beside effective operation for any conditions given.



Air Optix Aqua by CIBAVISION, a cutting-edge refreshment to Contact lens domain

Alcon
Vision Care

AIR OPTIX AQUA

contact lenses deliver breakthrough technology, including unique, permanent plasma technology for a smooth, continuous surface.

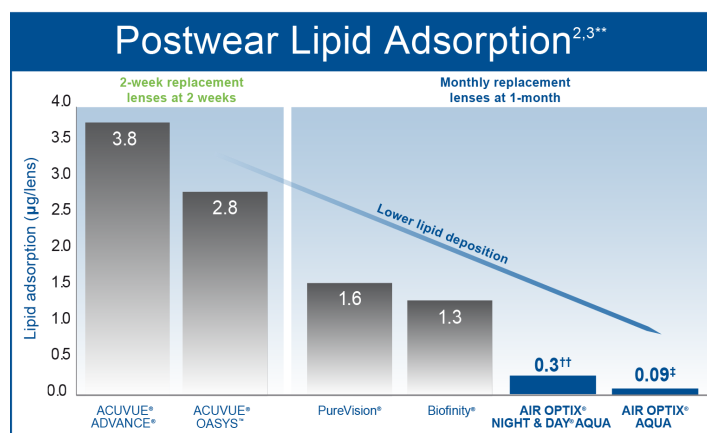
Take the opportunity below to learn more about the many ways **AIR OPTIX AQUA** contact lens technology delivers.

Superior deposit resistance

Even after a month of wear,

AIR OPTIX AQUA

contact lenses have significantly lower lipid deposits than other competitive silicone hydrogel lenses worn for their manufacturer-recommended replacement period.



Lenses worn daily wear for the manufacturer-recommended replacement period.

CLEAR CARE[®] Cleaning and Disinfecting Solution used for cleaning and disinfection. Median values represented.
^{††}All differences between AIR OPTIX[®] AQUA contact lenses and competitive brands statistically significant (p<0.0001).



Abbott Medical Optics: Simply the CHAMPION



Today it's a great pleasure for us in **Amico Yasna Pars**, to be Sole distributor of **Abbott Medical Optics** in Iran.

Abbott Medical Optics (AMO) is a leader in vision care with a long history of innovation and market-leading vision correction technologies. Their products and services address a wide range of vision disorders and meet the needs of patients who seek greater freedom from the limitations of eyeglasses.

In 2009, **Advanced Medical Optics (AMO)**, Inc. was acquired by **Abbott Laboratories**. Today, **AMO** is **Abbott Medical Optics Inc.** and operated as a separate entity within Abbott's medical device division.

Globally, **AMO** is number one in LASIK & cataract, whereas they are growing their position with the **TECNIS®** platform to be the best as always; and they are among the first three producers of eye care solutions. Their Vision Care pipeline is balanced across each segment, with a number of products launching over the next five years.

17th Annual Congress of Iranian Society of Optometry

The 17th Annual Congress of Iranian Society of Optometry took place in Tehran, Iran in September 3-5, 2014. The congress was organized by Iranian Society of Optometry and was held at Shahid Beheshti University International Congress Center.

As one of the leading providers of ophthalmology and optometry devices and equipment, **Amico Yasna Pars** participated in congress exhibition as the gold sponsor.

During the exhibition, **Amico Yasna Pars** presented its wide range of products, including **AirOptix Aqua** and **FreshLook** contact lenses by **CIBA VISION**, Multipurpose disinfecting solution

"**OPTI- Free**" and diagnostic equipment by **Huvitz**.

Respectfully, **Amico Yasna Pars** invites you to visit its website for reviewing congress photos, ordering marketing materials and sharing ideas about congress.
www.amicoyasnapars.com



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