

All eyes are on the beautiful, blushing bride on her wedding day

When it's time to say "I do," the last thing a bride needs to worry about is cumbersome eyeglasses to interfere with that first nuptial kiss. Now that comfortable, easy-care soft contact lenses are available, there's no excuse for any bride to wear glasses on her wedding day.

Cosmetically, a bride looks better and feels more beautiful without awkward glasses sitting on her nose. With contact lenses, makeup can be applied to complement the bride's radiant glow — not offset the exaggerated or diminished features that result from glasses. Shouldn't sparkling eyes, not thick eyeglasses, shine through a lace wedding veil?

Multitude of benefits

Besides the obvious cosmetic benefits, today's brides should consider wearing soft lenses because they are so comfortable and easy to care for. Soft lens wear no longer requires complicated care procedures that have, in the past, dissuaded eyeglass wearers from making a switch.

And, thanks to an all-in-one saline solution from CooperVision that cleans, rinses, heat disinfects and stores soft lenses, daily lens care is greatly simplified. Called MiraSol[®], the solution has a built-in cleaner

that makes a separate daily cleaning solution unnecessary.

Although daily cleaning for safe and comfortable lens wear is strongly advised to protect against irritating and potentially dangerous eye problems, studies show that 64 percent of soft contact lens wearers do not perform this important lens care step. And when a bride is con-

cerned with the many last-minute details of her wedding, she, too, may easily forget. That's why MiraSol is ideal. One solution means one bottle . . . one less step.

Once the reception is over and the honeymoon begins, the bride doesn't have time to worry about packing a bulky heat disinfection unit. CooperVision has solved

this problem with MiraSol[®] Heat Disinfection Unit that's as small as Rubik's Cube. Pack it up and the unit goes anywhere the bride goes — making oversized, old-fashioned heating units obsolete.

Streamlined procedures

With lens care procedures as simple as walking down the aisle, brides should have no trouble bidding glasses farewell. All a bride-to-be has to do is consult an eye-care specialist, who will examine her and prescribe the proper lenses. Then, the new contact lens wearer will spend about half an hour with the specialist or a trained "fitter," who will explain insertion and removal procedures.

The bride will also be reminded that she must make minor changes in her routine to ensure consistent contact lens comfort. For example, she must insert her lenses before applying makeup because no matter how careful she might be, powder, mascara and hairspray can get into her eyes.

During any celebration, there's bound to be a lot of smoke and dirt in the air, which can collect on lenses and irritate the eyes. To reduce discomfort, use Clerz[®] Lubricating and Rewetting Eye Drops. Clerz contains a mild-but-effective cleaner that rids

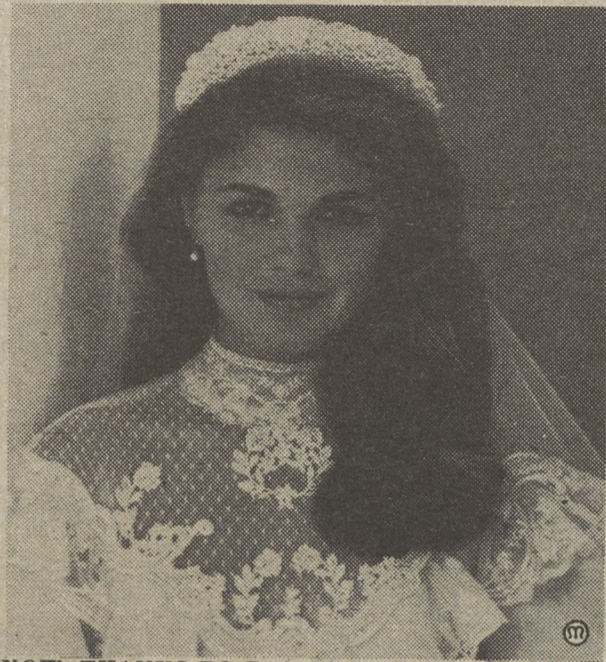
lenses of foreign substances while remoistening them for greater comfort.

Soft lenses are extremely popular because they can be worn all day with no discomfort. And since the eyes easily adjust to soft lenses, they can be worn when needed — something that was never possible with hard lenses. If the bride wants to alternate between glasses and soft lenses while on her honeymoon, she should take along a backup pair of prescription eyeglasses.

A pair of inexpensive, polarized sunglasses is also

a good idea if the honeymoon will take place in a sunny climate — warm or cold. Contact lenses can intensify the reflection of the sun's rays; tinted sunglasses will give her eyes a chance to rest while outdoors.

Weddings should conjure up visions of exquisite flowers, satin gowns and smiling faces — not unattractive glasses that detract from the bride's eyes. With worries of time-consuming lens-care procedures out of the way, a bride can walk down the aisle with cheeks aglow and eyes dazzling.



NOW, THANKS TO EASY-CARE SOFT CONTACT LENSES, a bride never has to worry about cumbersome eyeglasses on her wedding day. "REPRINTED FROM BRIDES. COPYRIGHT © 1982 BY THE CONDÉ NAST PUBLICATIONS INC."

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