

# Health & Fitness

## 1-day contacts make life easy for lens users

Johnson & Johnson Vision Products Inc. recently announced the national launch and availability of 1-DAY ACUVUE®, the world's first daily disposable contact lens specifically designed to be worn for a single day, then thrown away and replaced with a brand new, sterile pair - eliminating all contact lens cleaning and care. The national launch of 1-DAY ACUVUE followed one and a half years of test marketing and six months of experience in 16 Western states.

"Johnson & Johnson has invested more than \$200 million and nearly five years of research in developing the advancement in technology that converted the dream of daily disposable lenses into a reality. 1-DAY ACUVUE is the first contact lens to bring all the benefits of the estimated 27 million contact lens wearers in the U.S.," said Gary K. Kunkle, president of Johnson & Johnson Vision Products, Inc. "Our test marketing showed patients wearing 1-DAY ACUVUE rated convenience and comfort extremely high, and that's what this new lens is all about," Kunkle added.

### Study Cites Health Benefits

A recent study in the Journal of the American Optometric Association reported that patients who were wearing conventional reusable daily wear lenses and were refitted into daily disposable lenses realized clinically significant advantages, in terms of fewer complications and lens deposits, and better visual acuity, overall satisfaction and comfort. The study, which appeared in the November 11, 1994, issue of the Journal, reported first-year results of an ongoing two-year, multi-site clinical trial investigation comparing patients wearing contact lenses on a daily disposable basis to those patients who stayed with conventional daily wear lenses.

Final results from the 174 patient study will be published later this year; however, the preliminary year-two data indicates that daily disposal with 1-DAY ACUVUE is associated with fewer of the more common ocular complications of contact lens wear, fewer unscheduled visits, and fewer patients reported symptoms than either frequent replacement of conventional daily wear modalities.

"Wearing a new, sterile pair of contact lenses each day will no doubt help maintain overall ocular health and visual clarity," said Dr. Penny Asbell, Associate Professor of Ophthalmology and Director of the Cornea Service at The Mount Sinai Medical Center in New York City. "Besides the convenience factor, patients should experience much less irritation and deposit buildup, which causes many of the more common complications often found with conventional contact lenses," said Dr. Asbell.

The cost for 1-DAY ACUVUE will be determined by eye care professionals and will vary from doctor to doctor depending on individual patients' wearing schedules. Patients can expect to



Busy people like NY Knicks coach Pat Riley may find the new 1-day contact lens easier on their hectic lifestyles, since there's no maintenance required.

pay between \$1.60 and \$2.00 per pair per day, not including professional fees. Results from the test market indicate that patients wear 1-DAY ACUVUE between 3 and 7 days per week, placing annual costs between \$250 to \$700. 1-DAY ACUVUE also eliminates the need to purchase lens care cleaning solutions, disinfectants and other costly lens care supplies.

Eye care professionals will examine patients to determine if they are a potential candidate for

daily disposable lens wear. If 1-DAY ACUVUE is decided upon, the eye care practitioner places the order for the patient's initial supply of lenses, which are delivered via FedEx second-day service. To have the prescription renewed, patients must return to their eye care practitioner for a routine follow-up visit. As with all contact lenses, it is very important that 1-DAY ACUVUE patients are seen regularly by their eye doctors.

## Iron-deficiency anemia has many causes, cures

By DR. ADEL MAKARY  
Chief of Hematology  
Geisinger Medical Center

If you're feeling tired, weak or short of breath, you could be suffering from iron-deficiency anemia.

But don't assume anemia is in fact the culprit. Instead, see a physician for an accurate diagnosis. After all, many other afflictions have the same symptoms.

Suppose, though, that your doctor diagnoses you as iron-deficient. Does that mean an increased intake of iron will automatically eliminate your symptoms? Not necessarily.

Here's why: Although an iron-poor diet can indeed cause anemia, the condition can also develop as a result of:

- Reduced ability of the stomach or intestines to absorb iron from the diet as a result of surgery or disease.

- Blood loss from menstruation or the increased need for iron during pregnancy. (The expectant mother is eating for two.)

- Blood loss from an underlying problem such as ulcers, hemorrhoids, nosebleeds or cancer.

Thus, it's extremely important that you know the root cause of your iron deficiency. For example, if you mistakenly assume the cause is your diet when it's really a cancerous growth, increasing your iron intake will do nothing to combat the cancer. Meanwhile, the cancer will have a chance to spread.


But suppose you guessed right,

that the cause is an iron-poor diet. What's the harm in boosting your iron intake on your own, without a physician's supervision?

If you take too much iron, you could overload your system with it. That excess could damage your liver or cause congestive heart failure, diabetes or even death.

Your body requires iron to manufacture hemoglobin, the substance in the blood that carries

oxygen to tissues and vital organs. If your iron supply diminishes, for whatever reason, the hemoglobin supply also diminishes. Consequently, less oxygen reaches those organs and tissues. In addition to experiencing fatigue, weakness, and shortness of breath, you may experience palpitations, rapid heartbeat, chest pain, pallor, irritability, headache, appetite loss, tongue inflammation, itching and a craving to eat dirt, paper, paint or other non-food items.



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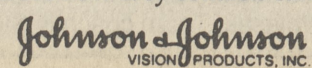
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