

The vision care specialists

Imagine a world without glasses and contact lenses.
Why not join the millions of people around the world
who are already enjoying the life changing
benefits of a vision correction procedure?

Optical Express

opticalexpress.com

Introducing Optical Express Brand Ambassadors



“The results have been fantastic and the change is unbelievable. I would recommend Optical Express to anyone”.

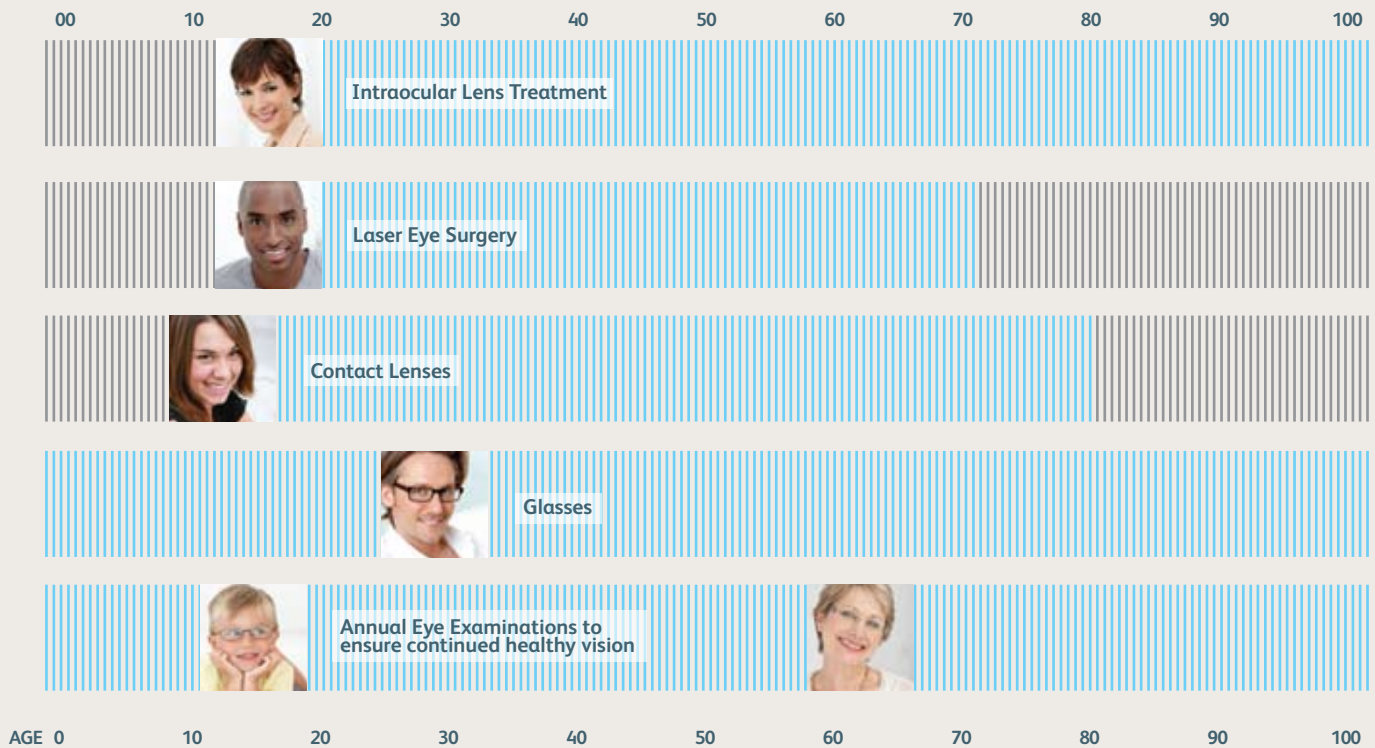
Daley Thompson CBE,
OLYMPIC GOLD MEDALIST AND WORLD RECORD HOLDER



“As a sportsman I appreciate accuracy, it’s essential to my game. When I decided to have laser eye surgery I chose Optical Express”.

Retief Goosen,
US OPEN CHAMPION 2001 & 2004

The Vision Care Life Cycle



At Optical Express we provide expert eye care for all ages; from your first visit as a child through to ensuring your continued healthy vision. You and your whole family can rely on us to care for your most precious sense – your sight.

Book your **FREE** consultation
call free phone **0800 023 20 20**

Laser Eye Surgery

Laser eye surgery is the most commonly performed elective surgery procedure in the world today.

Our Promise to You

Before having laser eye surgery, many of our patients (who include a number of our optometrists) could not imagine going about their daily routine without their glasses or contact lenses. Waking up in the morning and being able to see the alarm clock, recognising a friend in the street or going for a swim without contact lenses – the list is endless! From a young age these patients have depended on glasses and contact lenses. This reliance has shaped their lives, memories and the way they feel about themselves.



“I am absolutely delighted with my new and perfect vision from Optical Express. It’s not just the brand new feeling of being able to see better than 20/20, but the convenience of not having to use contacts or glasses for my training and racing. However, the thing that will surprise you is the wonderful customer service, the swift procedure, the short recovery time and the after care – in fact, every step from booking to clear vision has been a breeze. I wish I’d had it done sooner. Don’t be worried – just go for it!”

PETE REED MBE, MEN’S COXLESS FOUR:
WORLD CHAMPION 2005, 2006
OLYMPIC CHAMPION 2008

Now these same patients are enjoying visual freedom thanks to laser eye surgery. The most common statement a patient will make following the procedure is that they wish they’d had laser vision correction sooner. This remarkable procedure takes only ten minutes to perform, but it will have a huge impact on your life.

Why choose an Optical Express Laser Procedure?

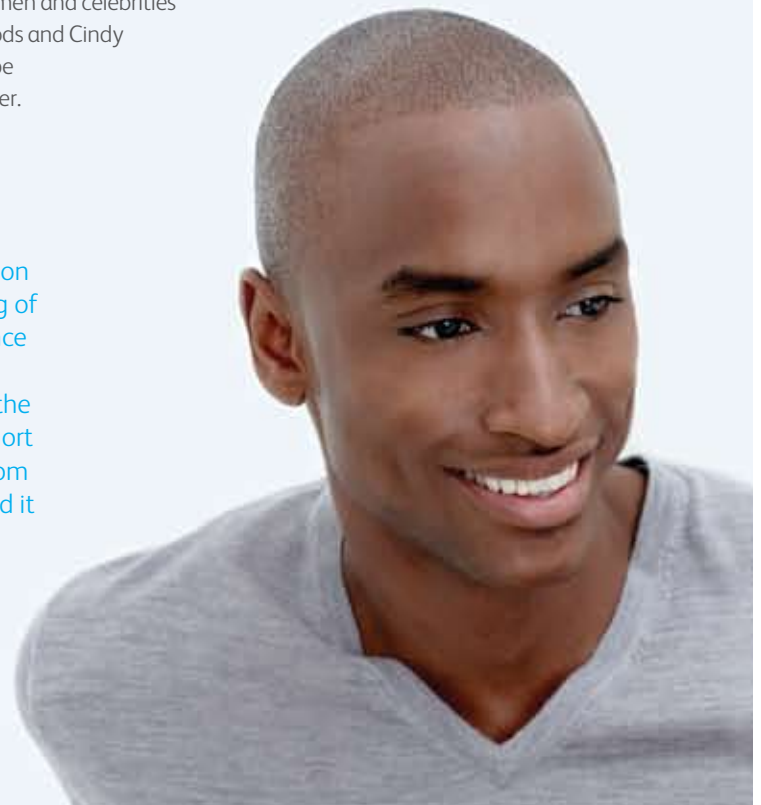
This is a fundamental question when considering laser eye surgery. Not all lasers are the same - yesterday’s laser gives yesterday’s results which is why at Optical Express we only use the technologically advanced VISX S4IR laser. It is proven to deliver SAFE, ACCURATE and PRECISE results. This is why many sportsmen and celebrities including Tiger Woods and Cindy Crawford chose to be treated with this laser.


Are you a Suitable Candidate?

Laser eye surgery can treat a very high degree of short sightedness, long sightedness and astigmatism. Your eyes are as individual as you are, and we will assess your suitability for laser eye surgery by inviting you to attend a free consultation. Following this in-depth eye examination, your specialist optometrist will determine the best procedure for you.

Easy Payment Options

Optical Express can help spread the cost of your surgery with our interest free or interest bearing payment options (subject to status), helping to make laser vision correction even more affordable.





At Optical Express we offer
two types of procedure:
Standard and Advanced
CustomVue Wavefront.

While conventional LASIK and LASEK have been revolutionary in vision correction, Advanced Wavefront CustomVue is a treatment that allows the surgeon to further customise the conventional procedure to your eyes.

ADVANCED CUSTOMVUE WAVEFRONT

Wavefront laser eye surgery is an advanced form of excimer laser technology. Just like a fingerprint, each person's vision is unique to them. Before the recent advances in laser technology, surgeons would carry out LASIK and LASEK using standard measurements to correct vision and achieve excellent results. Now the new Wavefront technology can measure and correct the unique imperfections of each individual's vision and most often this provides them with the potential to experience better vision than is possible with glasses or contact lenses. This technology was originally developed for use in high powered telescopes to reduce distortions when viewing distant objects in space. Now, surgeons can identify, measure and correct imperfections in an individual's eyes 25 times more precisely than with conventional methods used for glasses and contact lenses.

SAFETY AND ACCURACY

Safety and accuracy are taken to the highest level with CustomVue Wavefront technology using Iris Registration. Twenty four unique reference points in your eye are identified by the Wavescan, automatically transferred to the laser and matched to your eye. Any alterations in pupil size or eye position will be managed by the laser, ensuring optimum precision of treatment. LASIK and LASEK can be carried out using the Wavefront laser technology.

THE TECHNOLOGY OF ADVANCED CUSTOMVUE WAVEFRONT

Together with Wavefront technology, our ActiveTrak 3-D eye tracker actively follows the tiniest movements of the eye in all three dimensions which keeps the laser centred to within 50 microns (about the width of a human hair) even if your eye moves during treatment.

Advanced CustomVue Wavefront Benefits

GLARE



HALOS



NORMAL



HIGHER ORDER ABERRATIONS

Several types of visual imperfections, referred to as lower and higher order aberrations, exist within the eye and may affect your vision (the amount of these aberrations vary from person to person). Previously, only lower order aberrations (such as short sightedness, long sightedness and astigmatism) could be measured and treated.

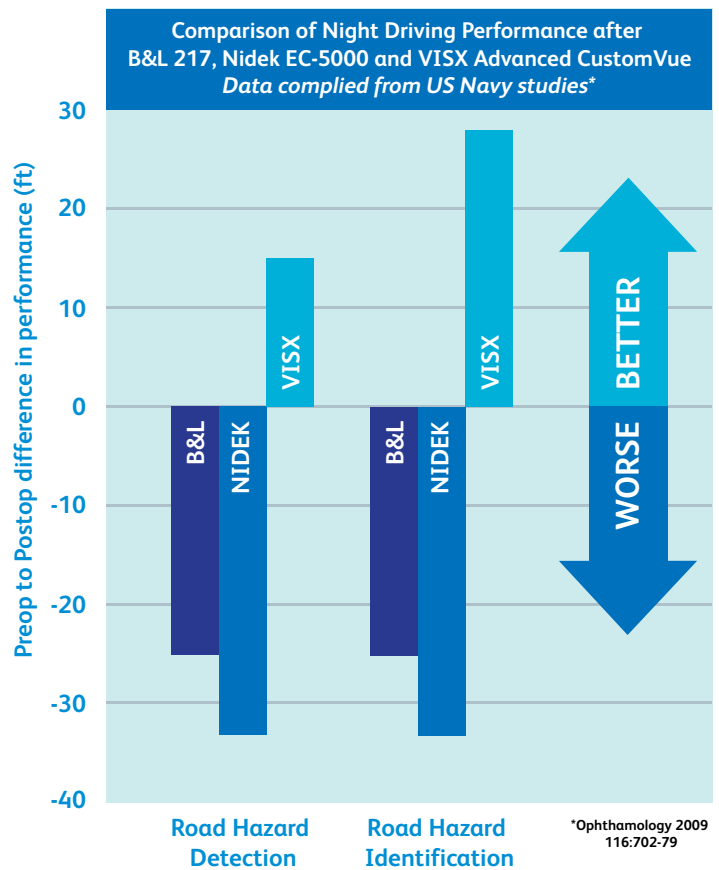
Now Advanced CustomVue Wavefront LASIK may help to further customise your treatment of these higher order aberrations that in the past could not be adequately treated with glasses, contact lenses or conventional treatments.

Higher order aberrations may also have a significant impact on vision and have been linked to glare and halos which cause your vision to appear less good at night than during the day. Your specialist optometrist and surgeon will recommend the best procedure for you based on your personal aberrations - these are unique to each individual's eyes.

Wavefront can reduce night vision problems and offers an improved overall quality of vision. Wavefront makes the difference!

APPROVED BY NASA

A comprehensive study was conducted by the US Navy to determine the preoperative to postoperative changes in Night Driving Performance after LASIK. Both the 'detection' and 'identification' of various driving at night tasks were carefully measured. For instance, subjects in the study were evaluated on how far away they could 'detect' a road sign at night and when they could 'identify' (meaning read) the sign. The study compared the VISX CustomVue to procedures done with the Nidek and Bausch & Lomb lasers. The outcome was that the CustomVue procedure resulted in an average improvement in night driving visual performance for both detection and identification tasks. In stark contrast, patients treated with the Nidek and Bausch & Lomb lasers had an average decrease, or worsening of their night visual performance. The results of the study were published in one of the lead peer-review journals, Ophthalmology.



Advanced CustomVue Wavefront Results

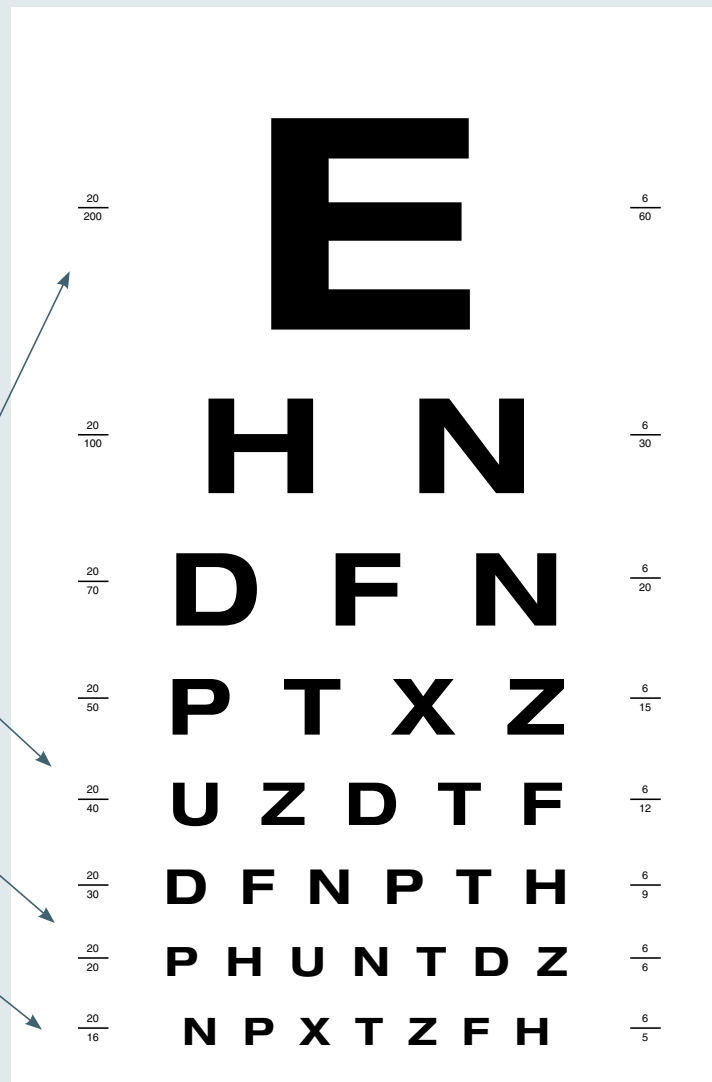
The VISX STAR excimer laser platform has been used successfully to treat over 10 million eyes in the U.S. and over 20 million eyes globally. One year after having the new Advanced CustomVue Wavefront procedure, patients in a clinical study showed that:-

Prior to surgery 80% of Optical Express patients could not read the large 'E' when viewed from 20 feet, without their glasses or contact lenses.

Following surgery 100% of study participants could see well enough to drive a car legally without glasses or contact lenses.*

Following surgery 98% of study participants achieved 20/20 (6/6) vision or better.*

70% of FDA study participants were 20/16 (6/5) or better.*



THE BENEFITS OF ADVANCED CUSTOMVUE WAVEFRONT CUSTOMISED LASER TREATMENT INCLUDE:

- Wavescan measures and calculates the imperfections in vision 25 times more precisely than standard methods, potentially giving better vision after treatment than before treatment with glasses or contact lenses.
- 98% of patients achieving 20/20 vision or better than with standard treatment methods.
- Improved quality and consistency of vision in different light levels. In a clinical study, four times as many people were very satisfied with their night vision after the procedure compared to their night vision before with glasses or contact lenses.
- Iris registration provides you with improved accuracy and clinical outcomes.

WAVEFRONT GIVES YOU THE POTENTIAL TO SEE EVEN BETTER THAN WITH YOUR GLASSES OR CONTACT LENSES.

Only multiple UK provider
with the very latest iFS™150
technology in every clinic

New Generation - iFS™150 IntraLase

WHAT IS INTRALASE?

IntraLase is an alternative method of creating the protective flap, which is the first part of the LASIK procedure, using a precision laser.

For over ten years standard mechanical methods have been used which have been proven to provide excellent outcomes on millions of people. However, through iFS™150 IntraLase precision laser technology we can now offer you an alternative to the mechanical method. Optical Express is the only nationwide provider in the UK to use the iFS™150 treatment platform.

WHY THE iFS™150?

The iFS™150 takes laser eye surgery to a whole new standard of speed and control:

- More precise
- More accurate
- Faster treatment
- Faster results
- Improved patient satisfaction

HOW DOES IT WORK

1. The IntraLase laser is precisely focused to a point within the cornea, where thousands of microscopic bubbles are formed.
2. IntraLase enables the surgeon to precisely design and control many aspects of the flap such as thickness, its circumference, and the angle of its edges, effectively tailoring the protective flap to the eye.
3. The second part of the procedure is when the surgeon gently lifts the flap to allow for the excimer laser treatment.

THE BENEFITS

- IntraLase enables even faster healing and recovery rates than the standard method of the creativity of the protective flap.
- IntraLase can improve precision and visual results of LASIK, whether you choose to have a standard or CustomVue procedure.
- IntraLase allows surgeons to tailor the corneal flap for each individual patient and each individual eye providing an even safer method to creating the protective flap
- IntraLase is of particular benefit to patients with steep, flat or thin corneas, some of whom are not eligible for LASIK surgery performed with a standard method.

Intraocular Lens Treatment

For the vast majority of patients who want freedom from their glasses and contact lenses, laser eye surgery is the most commonly performed procedure. However, the best solution for you may be a well-established alternative: intraocular lens treatment.

Millions of people worldwide have benefited from the visual freedom offered by intraocular lens (IOL) treatment. Optical Express has a reputation for world leading IOL refractive solutions and our clinical excellence is documented in leading research journals across Europe and the US.

Depending on your prescription, at Optical Express we are able to offer a range of treatments such as:

- Implantable Contact Lens
- Phakic Intraocular Lens
- Cataract Surgery
- Refractive Lens Exchange

To ascertain which IOL procedure will best improve your vision, an in-depth consultation is carried out by a specialist refractive optometrist and patient counsellor (a range of tests is carried out using the latest technology to establish suitability). They will explain the procedure which is most suited to your individual needs and answer all of your questions.

Prior to the procedure you will also meet your surgeon, who will guide you through the process, answering all of your questions. At Optical Express we understand that proceeding with IOL treatment is an important decision to make, which is why we want to make this journey as easy for you as possible.



We would like to thank our patients for choosing Optical Express.

In a recent survey, over 99% of Optical Express patients confirmed that they would recommend Optical Express to their friends and family*. We'd like to reward you for your enthusiasm.

How it works

Following treatment with Optical Express - either IOL or laser eye surgery, you'll be invited to join our Ambassador Referral Programme. As a member of the programme, you can earn hundreds of euros for every person you refer to have laser eye surgery or intraocular lens treatment at Optical Express. There's no limit to the number of people you can refer, so there's no limit to how much you can earn.

Or, if you would like to share your reward we can arrange that too. Every time you refer someone you will select one of the following options:

1. You receive a cheque
2. The person you refer receives money off the cost of their laser eye treatment
3. You split it - you receive a cheque and the person you refer receives money off the cost of their treatment.

With the Ambassador Referral Programme you can earn thousands of euros.

AMBASSADOR
REFERRAL PROGRAMME

* Based on Optical Express customer survey of 80,486 patients who attended a consultation in 2010.



Frequently Asked Questions

During your consultation, you will of course have the opportunity to spend ample time with an Optical Express specialist refractive optometrist and counsellor who can provide you with all the information you require to make an informed decision regarding your treatment.

These are some of the more frequently asked questions from previous patients.

Will I be suitable for treatment?

We are able to treat most people over 18 years of age who have had a relatively stable prescription for 12 months. Prior to treatment being undertaken, however, you will attend a free consultation with one of our experienced specialist refractive optometrists, who will be able to thoroughly screen you for suitability using our state-of-the-art diagnostic equipment.

Why is Optical Express cheaper than many of its competitors?

Since Optical Express is a leading provider of laser eye surgery, we benefit from economies of scale and in turn pass the savings onto you, unlike other laser providers who charge more to compensate for their lower volumes. Furthermore, Optical Express employs laser trained optometrists and ophthalmologists instead of having to refer our patients elsewhere.

Will I ever need glasses again?

Very few patients require glasses for distance vision following treatment, and the majority of those who do, only require them for specific tasks. However, as we grow older a condition called presbyopia develops, and whether or not you undergo treatment, most people require reading glasses at some time.

Does Optical Express offer patient financing?

Yes. At Optical Express we endeavour to make laser eye surgery affordable for every patient. We are committed to preventing finance from becoming a barrier in undergoing refractive surgery. Over 90% of our patients requiring finance are approved for one of our convenient payment plans. We offer interest free and interest bearing payment plans, which we can explain in further detail at your free consultation.

Will I see better if I have Wavefront treatment?

Yes, Wavefront most often delivers both improved visual results and improved night driving performance when compared to standard laser treatments or conventional glasses and contact lenses. In addition, following treatment, 100% of study participants in an FDA clinical trial could see well enough to drive a car legally without glasses or contact lenses.

Do I need to leave my contact lenses out prior to treatment?

Yes, you will need to leave your contact lenses out prior to your consultation/treatment, though the specific length of time depends on the type of lenses you wear. Contact lenses may distort the cornea and lead to inaccurate measurements and treatments.

Lens Type	Prior to Treatment
Soft	Leave out for 1 week (minimum)
Hard/GP	Leave out for 1 month (minimum)

Will my eyes be painful during or after treatment?

We use anaesthetic eye drops that completely numb your eye so you remain comfortable throughout the procedure. After treatment, patients may feel some grittiness, light sensitivity and watering for a short while, but this sensation should quickly pass.

**Book your FREE consultation
call 0800 023 20 20**

Optical Express

Laser eye surgery that ticks all the boxes

Carry out 1000's of procedures every week in the UK	✓
World leading surgeons who have carried out over 700,000 procedures worldwide	✓
Over £300 million invested in our clinics and technology	✓
The NASA approval to treat astronauts was based on the same laser technology that is available in every clinic	✓
Advanced Wavefront and IntraLase technology used exclusively in every clinic	✓
Use exclusively the VISX STAR S4IR laser, most commonly used laser in the world	✓
Only multiple UK provider with the latest iFS™150 technology in every clinic	✓
Pentacam (state-of-the-art diagnostic equipment) in every clinic	✓
Free, no obligation consultation	✓
Results which are clinically audited by Registrat (Global leaders in clinical auditing)	✓
Free comprehensive aftercare	✓
Over 100 consultation clinics nationwide	✓
42 treatment clinics in the UK & Ireland, offering the best geographical coverage	✓
International Medical Advisory Board, headed by former Head of Ophthalmology for US Navy	✓
All surgeons are registered with the General Medical Council	✓
Interest free credit available	✓
Offer alternative solutions including Intraocular lens treatment	✓
Offer all vision care solutions - glasses, contacts, laser eye surgery, cataracts, IOL's	✓
Over 99% of patients surveyed would recommend us to their friends and family*	✓
Electronic Patient Experience Questionnaire constantly monitoring feedback	✓
Donate unwanted glasses to the developing world	✓

* Based on Optical Express customer survey of 80,486 patients who attended a consultation in 2010.

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