



FOR IMMEDIATE RELEASE

The Number of Optometric Practices Offering neuroLens® Contoured Prism Lenses More Than Quadrupled in 2018

Breakthrough Discovery Connecting Eye Misalignment to Digital-Device Related Headaches, Neck/Shoulder Pain & Eyestrain Gives Optometrists a New Treatment Option for Patients

COSTA MESA, Calif., Dec. 12, 2018 – [neuroLens](#),® maker of the only prescription lenses that incorporate a contoured prism to correct for eye misalignment, today announced that adoption among US optometric (OD) practices has more than quadrupled in 2018. By year end, 31 states will carry neuroLenses and the neuroLens measurement device.

neuroLenses® are the first and only prescription lenses that add a contoured prism to bring the eyes into alignment. When the eyes are not aligned, the visual system must work constantly to compensate for the misalignment. For 90¹ percent of patients, their misalignment is greater when focusing at near (as with digital devices), than it is when focusing in the distance.

This may be why nearly 65 percent² of U.S. adults complain of headaches, neck/shoulder pain and eyestrain when using digital devices, reading or doing detail work. Addressing these symptoms requires more than mere “computer lenses,” which do not address eye alignment.

“We are going to fundamentally change the way the world thinks about glasses. At neuroLens, we believe in delivering more than just vision, we deliver relief,” said Davis Corley, President and CEO of neuroLens.

Breakthrough Eye-Brain Discovery

Years of clinical research conducted by neurology, optometry, and ophthalmology researchers, discovered that a majority of headache patients shared a common trait: a misalignment in their vision that caused specific symptoms when using digital devices, reading or doing near work. A further review of optometric literature -- predating the use of digital devices -- revealed that similar symptoms had been documented throughout history among people whose work required extended time focusing up-close.

When the eyes are not aligned, the visual system must work constantly to compensate for the misalignment. This can put stress on the trigeminal nerve – the largest and most complex nerve connected to the brain, and the one responsible for head and neck sensations – leading to trigeminal dysphoria³.

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The Invention of a Contoured Prism

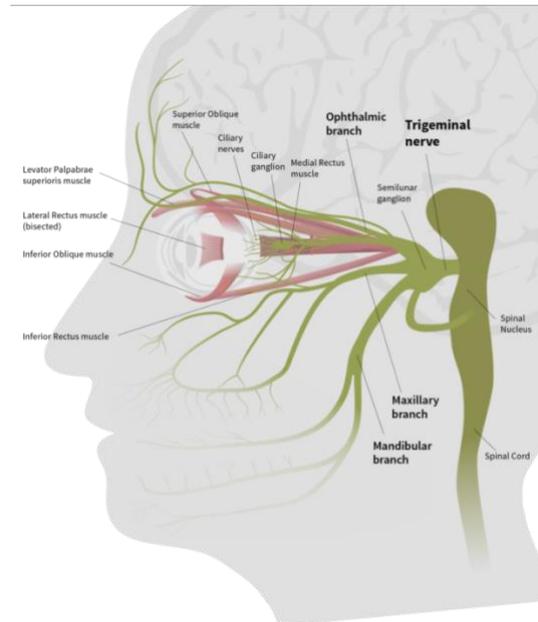
Long before the eye-brain connection was discovered, some innovative eye doctors would add small amounts of prism to patients' prescription lenses to make their vision more comfortable. However, a standard prism lens can only address eye alignment at a single distance. neuroLens set out to create a customizable prism lens that could address misalignment at all distances.

In a survey of patients who purchased neuroLenses:

- 93 percent of people reported a reduction in symptoms.⁴
- 73 percent of people stated a substantial reduction in symptoms or that their symptoms were “basically gone” after 90 days.⁴

The neuroLens System

The neuroLens System comprises of a breakthrough measurement device that uses eye-tracking technology to objectively and accurately measure the degree of eye misalignment at distance, intermediate, and near, during a three-minute exam. The results provide the recommended prescription for the neuroLens contoured prism lenses, which brings the eyes into proper alignment at all distances to alleviate symptoms.



About neuroLenses®

Inspired by a breakthrough discovery linking optometry and neurology, neuroLenses are the first and only prescription lenses that add a contoured prism to bring the eyes into alignment. Contoured prism has been shown in studies^{5,6} to relieve the headaches, neck/shoulder pain and eyestrain that many patients experience when using digital devices, reading or doing detail work. Of the patients prescribed neuroLenses, 93% found symptom relief. neuroLens is headquartered in Costa Mesa, Calif.

www.neuroLenses.com

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¹ Indiana University School of Optometry. [Cross-Coupling of Accommodation and Convergence \(AC/A and CA/C\)](#). Oculomotor Functions & Neurology. Chapter 20. Figure 20.3. 2004.

² The Vision Council. [Digital Eye Strain](#). Accessed April 2018.

³ Karpecki, P. [The Dry Eye Misalignment](#). Review of Optometry. August 15, 2018.

⁴ Survey of 360 neuroLens patients after 45 days of treatment. Data on file, neuroLens, inc.

⁵ Teitelbaum, Pang, Krall, Optometry and Vision Science, Vol. 86, No. 2 February 2009

⁶ eyeBrain Medical, data on file.