

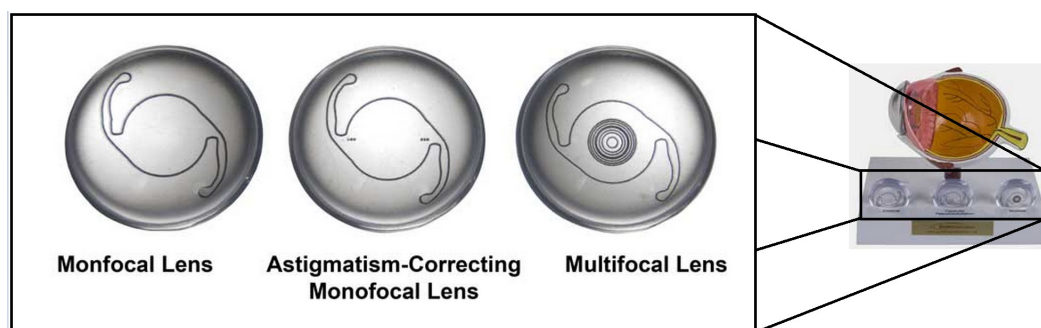
Superior *Quality* • Competitive *Pricing* • Worldwide *Shipping*



NEWS RELEASE – New Product News from Gulden Ophthalmics

Press Contact: Tom Cockley

Gulden Introduces New Premium IOL Lens Inserts For Educating Patients on Today's IOL Options.



These new IOL Lens inserts are compatible with Gulden's Cataract Eye Model. When used together, the patient can better understand both how a cataract is surgically removed as well as their IOL options. The IOL lenses are sold separately from the Cataract Eye Model.

ELKINS PARK, PA Gulden Ophthalmics (@GuldenEye) has introduced a new product: **Premium IOL lens inserts.**

Cataracts surgery outcomes continue to improve as the replacement IOL's continue to evolve. Many patients expect post operative 20/20 vision without glasses. In order to restore proper focusing of light, an IOL (Intraocular Lens) is inserted to replace the focusing power of the removed, natural lens. Explaining the lens removal procedure and the IOL implant options to a patient ready to undergo cataract surgery may be difficult. To help educate the patient, Gulden Ophthalmics has created three interchangeable **IOL inserts** for their Cataract Eye Model.

The premium IOL inserts are designed to occupy the place in the *Gulden Eye Model* where the natural lens currently situated. All three IOL implant options can be demonstrated by substituting one type of implant for another, depending on the patient particular refractive condition. Patients can better understand the procedure as well as their implant options. Gulden's interchangeable lenses include a monofocal IOL, a toric IOL, and a multifocal IOL. Standard monofocal IOL implants are designed to restore distance vision. These IOL's are typically covered by insurance. Premium toric IOL implants correct pre-existing astigmatism, and multifocal lenses help to improve vision at near, intermediate, and far. Since patients pay extra for the premium IOL implants, it is important to discuss not only their IOL options but how they work to correct their particular refractive error.

When used in conjunction with *Gulden's Cataract Eye model*, **Gulden's NEW Premium IOL inserts** greatly reduce the chair time needed to educate your patients. Again, the Premium IOL lens inserts are compatible with *Gulden's Cataract Eye Model*, which is sold separately.

For more information about the new premium IOL inserts for eye models, Gulden's wide range of other eye models, ophthalmic and surgical diagnostic aids and tools, and more, visit Gulden's website or contact:

Gulden Ophthalmics: 225 Cadwalader Avenue, Elkins Park, PA 19027-2020

Tel 215-884-8105 Fax 215-884-0418

www.guldenophthalmics.com • @GuldenEye on Twitter • info@guldenophthalmics.com