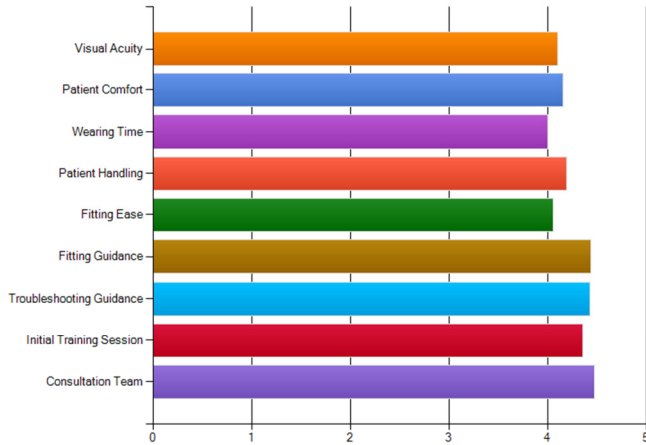


A critical component to the contemporary specialty practice

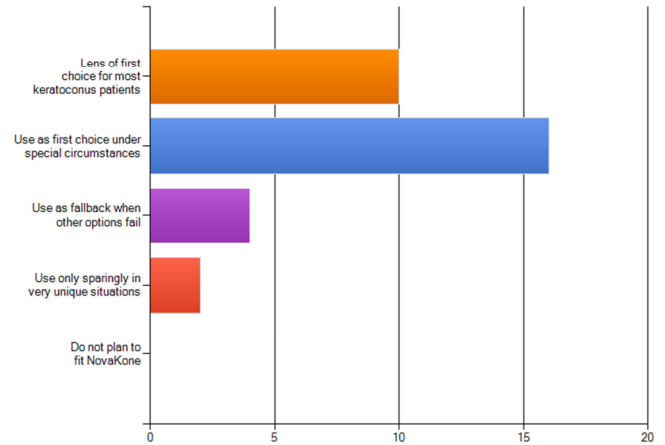
A recent survey of over 200 (n=32) practices fitting NovaKone[®] confirms that this new design is a critical tool in managing vision in patients with keratoconus, PMD and other ectasia.

In terms of the following variables, how would you rate your experience with NovaKone?
1=poor, 5=excellent



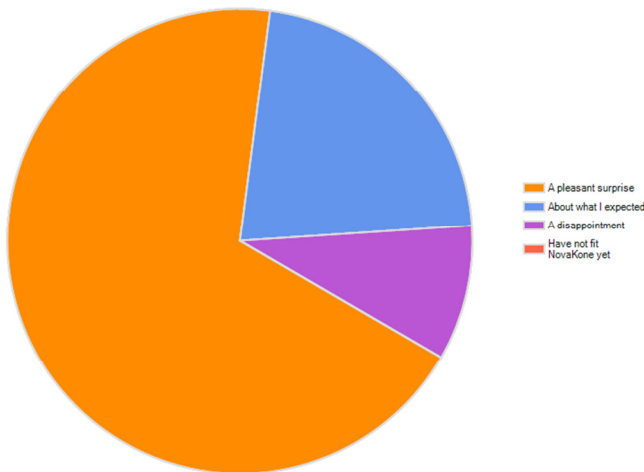
With scores of 4 or higher across all attributes, practitioners were very impressed with the total NovaKone package

How do you foresee NovaKone fitting in with your other options for keratoconus for NEW contact lens fits?



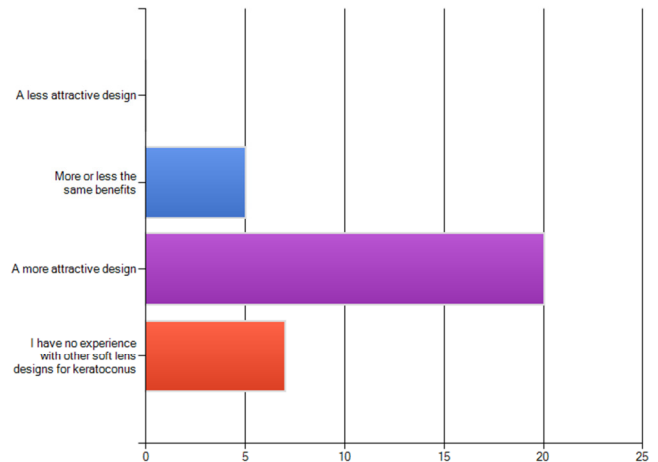
The vast majority (>80%) of practitioners responding will position NovaKone as either Lens of First Choice or a strong problem solver

The Final VA of NovaKone has been...



Finally, a soft lens for keratoconus that delivers great visual acuity!

Relative to other soft lenses for keratoconus, NovaKone seems to be...



80% of respondents with keratoconic soft lens experience feel that NovaKone is a more attractive design than other soft lens approaches

For more information on NovaKone or to review the full survey, please go to <http://www.aldenoptical.com/novakone>