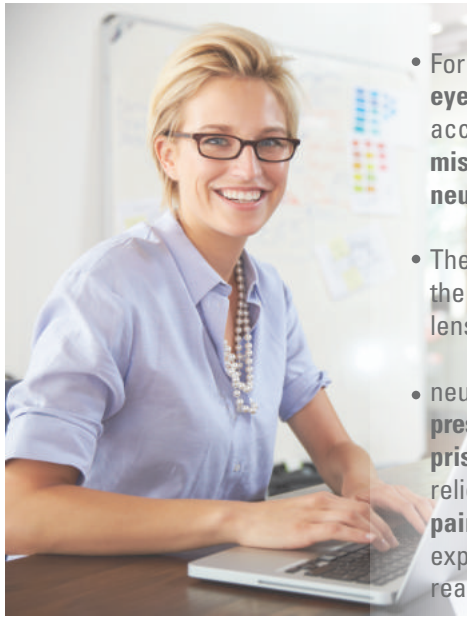
About neurolenses & the neurolens Measurement Device

neurolens®
Relief is in Sight



- For the first time, a **new cutting-edge eye tracking device** can objectively and accurately measure the degree of **eye misalignment at all distances**: **the neurolens Measurement Device**.
- These unique measurements led to the creation of a new **contoured prism** lens design, known as **neurolenses**.
- neurolenses are the **first and only prescription lenses** that add a **contoured prism** to bring the eyes into alignment, relieving the **headaches, neck/shoulder pain and eyestrain** that many patients experience when using digital devices, reading or doing detail work.

What the neurolens Measurement Device Does:

- During the neurolens eye-tracking measurement, patients focus on a single point while a dynamic display of rotating planets and stars activate **peripheral and central vision** to measure distance and near eye alignment.
- The neurolens device measures eye misalignment by providing a real-life **simulation** of how the eyes work together to see at distance and near.

Near (50 cm) *Far (6 meters, simulating optical infinity)*

- The device evaluates peripheral and central vision to provide a comprehensive assessment of the patient's eye alignment and synchronization.
- Measurements are calculated to the **one-hundredth of a prism diopter**.
- Results provide a **prescriptive range for neurolenses**.

Trigeminal Dysphoria

- **Trigeminal Dysphoria** is a visually induced condition resulting from a misalignment in the visual system that causes stimulation of the trigeminal nerve, triggering patient symptoms.

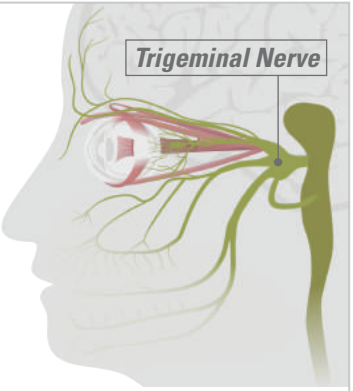
Symptoms

Results from a series of clinical studies on headache patients revealed that symptomatic patients shared a common trait: **a misalignment in their vision** that caused specific symptoms.

Most common symptoms related to use of digital devices, reading or doing detail work.[5]

53% *Tired Eyes*	37% *Dry Eyes*
50% *Neck Pain/Stiffness*	36% *Headaches*
42% *Light Sensitivity*	18% *Dizziness*
42% *Discomfort at Computer*	

The Eye-Brain Connection



- The trigeminal nerve is the largest and most complex nerve connected to the brain, **sending sensations to the head, eyes, neck and shoulders**.
- It is well documented that proprioceptive fibers innervating the extraocular muscles provide afferent feedback to the brain about the location of each eye. This feedback is required to **avoid binocular misalignments**.
- These proprioceptive signals are transmitted through the ophthalmic branch of the trigeminal nerve, which is responsible for **detecting sensation and reporting pain**.
- When the eyes are not aligned, the visual system must work constantly to compensate for the misalignment.
- This plays a large role in the **overstimulation of the trigeminal nerve**, resulting in symptoms associated with **Trigeminal Dysphoria**.

1,2,3,4,11

Addressing Eye Misalignment at All Distances in One Lens

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The neurolens Difference

- Traditional lenses don't address eye misalignment
- With the advent of digital lens design and manufacturing, neurolenses have created a new spectacle lens category: **contoured prism**.
- Much like the advance from bifocals to progressive-addition lenses, neurolenses transform and optimize the benefits of standard prism with a proprietary, **contoured prism** design to address eye misalignment at all distances.
- The proprietary neurolens **contoured prism** provides effortless eye alignment at **all distances** by gradually increasing the prism from distance to near.

9 out of 10 people prescribed neurolenses have found symptom relief.[8]

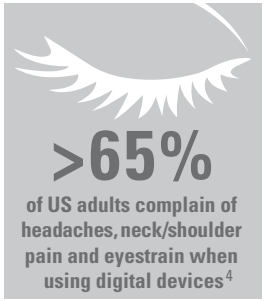
90% ***of patients have a larger misalignment at near than at distance.***[7]

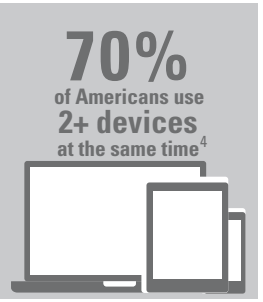
Why A Contoured Prism?

- With our increasingly digital lifestyle we are placing new demands on our visual system that traditional lenses can't fully address.
- 90% of patients experience a larger misalignment at the computer and near distances than they do when viewing at far.
- neurolenses proprietary **contoured prism** design takes the patients dynamic eye alignment into account by gradually increasing the prism power from the distance to near.
- Addressing eye misalignment at all distances relieves the headaches, neck tension, and eye strain that many patients experience when using digital devices, reading, or doing detail work.

56% of patients report 3+ symptoms[5]

Digital Device Overload





86% *of patients suffering from* **Computer Vision Syndrome** *reported their symptoms were* **substantially reduced**.[8]

81.6% *of chronic headache sufferers reported a* **reduction in symptoms** *after 90 days of wearing neurolenses.*[9]

73% *of people who purchased neurolenses reported that their symptoms were* **"reduced substantially"** *or* **"basically gone"** *after 45 days.*[10]

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