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later grab whatever they find on the shelf. This has been especially problematic for patients with “sick” eyes who require tailored care.

HydroPure changes the game. It’s an affordable, high-quality multi-purpose solution combined with a lubricating rewetting drop, suitable for both GP and soft lenses. Not only is it a third of the cost of comparable products, but it’s also exclusive to independent eye care professionals, protecting patients from buying it elsewhere, like Amazon. This exclusivity ensures patient compliance

“HydroPure changes the game...Not only is it a third of the cost of comparable products, but it’s also exclusive to independent eye care professionals.”

for the doctor and affordability and convenience for the patient.

The response to HydroPure has been tremendous. We launched it with a 7 a.m. lecture at GSLS, and while attendance was modest, people began to crowd our booth. We gave away every sample we brought. Doctors see the value immediately, whether they’re dispensing it in-office or having us ship it directly to patients. HydroPure aligns with our mission to simplify the doctor-patient relationship while ensuring optimal care.

ABB continues to innovate

DELTA Scleral and HydroPure are just two examples of what makes ABB and ABB Specialty Vision Products exceptional. Our division thrives on consultation and education, with a team of 12 consultants trained to support these products. From lunch and learns to scleral wet labs and boot camps, we equip doctors with the tools and confidence to succeed. Our focus on education means you hit the ground running, which benefits your patients and practices alike.



DELTA SCLERAL

Real-World Experience

Julie Song, OD, FAAO, FSLs, of Fromer Eye Centers and one of ABB’s lead investigators for the DELTA lens says, “At our 5-location practice across New York City and Westchester, we rely heavily on fitting sets for our specialty lens patients. When I tested the DELTA lens, it was so easy to fit my patients without having access to all the custom fitting tools and fancy instruments that other high volume specialty contact lens practices utilize. For almost all of my patients, I was able to find the right fit on the first try or second try, which really improves the patient experience and ultimately saves me a lot of time.”



Dr. Song

More information on the DELTA lens can be found at [DELTA Scleral Lens](#). ABB has also launched new HydroPure MPS and HydroPure Lubricating Eye Drops for both soft and gas permeable lenses, which can further assist ECPs and their patients in the fit process: [HydroPure MPS Contact Solution](#) and [Rewetting Drops](#).

HydroPure is an exclusive product line for ECPs through ABB Optical Group that is priced with the ECP in mind. **PA**



This travel kit is included at no cost for each new DELTA patient order.

Our customer service team is another key part of our success. Dedicated to specialty products, they love what they do, and it shows. Whether it’s working with licensing, manufacturing or supporting our extensive portfolio, we’re committed to exceeding expectations. Independent eye care professionals trust us because we make your lives easier and help you provide better care.

We are passionate about simplifying complexity. From innovative products like DELTA and HydroPure to unparalleled support, we’re here to elevate specialty vision care. And as we continue to grow, we’ll remain focused on what matters most: helping you and your patients achieve their best possible outcomes. **PA**