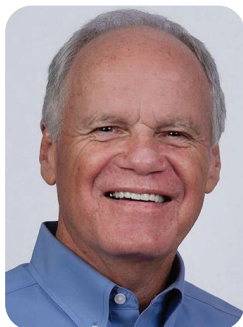


ABB SPECIALTY VISION PRODUCTS ROUNDS OUT ROBUST OFFERINGS

By **Andy Jackson**,
Director, Specialty Vision Products
at ABB Optical Group

ABB Optical Group is known for its contact lens distribution and increasingly for ABB Labs and ABB Business Solutions. But when I think about what makes ABB Specialty Vision Products stand out, it comes down to two words: innovation and simplicity. Our recent launches, DELTA Scleral and HydroPure, exemplify both. These products aren't just advancements—they're game-changers.



Andy Jackson

reputation precedes them, and when they asked if we'd license and exclusively manufacture their latest creation, it was an easy decision. The result? DELTA, a scleral lens that is parameter-rich, intuitive and designed to simplify the lives of both doctors and patients.

"One of DELTA's standout features is how intuitive it is to fit. From chair time to ordering, it's incredibly straightforward."

One of DELTA's standout features is how intuitive it is to fit. From chair time to ordering, it's incredibly straightforward. The lens is designed to mimic fitting and ordering experiences perfectly. When adjustments are necessary, they're made in precise micron increments, offering unmatched precision. Basically, the changes to the

diagnostic lens are the parameters. This simplicity thrills our consultants because it makes their jobs easier, and it's equally exciting for doctors who value efficiency.

At the Global Specialty Lens Symposium (GSLs), the excitement around DELTA was palpable. We hadn't officially announced the launch, but word spread quickly. By the time our booth opened, people were already asking about it. The response has been overwhelming. The designers have highlighted the ability of the lens to address decentration and limbal issues in a way that's ahead of its time. With toricity on the back surface and unparalleled stability, DELTA is a lens that redefines expectations.

Another feature that sets DELTA apart is the Prime Warranty. Doctors have 120 days with no-charge exchanges and unlimited adjustments. If the patient cancels, there's a full refund. It's simple, straightforward and exactly what your customers need.

DELTA: A scleral lens revolution

DELTA is generating a buzz unlike anything I've seen. It all started when **Jason Jedlicka, OD, FAAO, FSLs, FCLSA**, and lens designer **Charley Creighton**, the minds behind the Zenlens, approached us with a new design concept. Their

HydroPure: Meeting a critical need

While DELTA addresses scleral lens fitting, HydroPure tackles another significant issue: specialty lens care. For years, patients have been sent home with starter kits for multipurpose solutions, only to

Continued on following page



Continued from previous page

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**