

# ABB Labs Adds Avulux Lenses; Doctors Can Offer More Hope

For **Amanda Nanasy, OD**, co-owner of The Eye Center in Pembroke Pines, Florida, helping patients recover from

concussion-related visual symptoms is both a professional focus and a personal passion.

"My days are hectic, but seeing patients is my break from the stress," she says. With a five-doctor team,

the busy multi-specialty and primary care practice

keeps her on the go, but the time spent with her patients remains the most rewarding part of her day.

Many of Dr. Nanasy's patients come to her after living with persistent headaches, visual discomfort and concussion effects for months, sometimes years. For those patients, the journey to relief often felt endless—but she says prescribing Avulux lenses has helped.

"When those patients hear I might have new options to help them face their debilitating symptoms, they often shed tears of joy," she says. "They may feel like they are beyond help or their symptoms are not taken seriously. It's amazing to see their whole disposition change."

Dr. Nanasy's commitment to finding solutions led her to Avulux migraine and light sensitivity lenses. "I'm always striving to find the best ways to help my patients, and the truth is that there is not a one-size-fits-all solution," she says. "The broader my toolkit, the more precisely I can tailor care to meet each patient's needs."

Understanding her commitment to helping her migraine and light sensitivity patients, Avulux representatives recommended she bring the lens into practice. "They know me and my practice—they knew I would be interested."

"Lately, I've been seeing more patients who just want to feel better now," she says. "They've reached the point where they don't

care about long-term outcomes—they're looking for immediate relief."

## The future of migraine care

As research into Avulux lenses continues, Dr. Nanasy is watching the growing momentum behind them—particularly the strong, growing interest of the FDA in non-invasive treatments for migraines and light sensitivity for children. "If that happens, I want to be ahead of it," she says. She encourages other optometrists to start introducing the lenses into their practices now, so they're prepared for the potential shift in migraine care.

"Let your local pediatricians know you're already offering this solution," she says. "Be ready when they start looking for referral partners. You can be that go-to resource."

## Now in ABB Labs' portfolio of lens designs

ABB Labs has added Avulux Migraine and Light Sensitivity lenses to its extensive portfolio of lens designs. Avulux is the only clinically proven lens that precisely filters light to help people living with migraine and light sensitivity.

"ABB is committed to offering our eye care provider customers the highest quality and most innovative lenses," said **James Gilchrist**, President of ABB Optical Group. "We continue to expand our offerings so ECPs can differentiate their practice and provide their patients with the widest range of solutions from a single, trusted source. For individuals struggling with light sensitivity and migraine, we're excited about the difference this can make."

Avulux lenses incorporate a multi-band precision optical filter that works by filtering up to 97% of harmful blue, amber and red light while allowing in soothing green light. Additionally, the Avulux lens is the only lens that has been clinically proven for people living with migraine and light sensitivity. In a 2020 double blind, randomized, placebo-controlled study conducted by an independent clinical research organization, the Avulux lens achieved both clinical and statistical significance when compared to a clear placebo lens. For more information about Avulux, visit [ecp.avulux.com](http://ecp.avulux.com).

"We are thrilled to welcome ABB Labs into our growing network of labs as a center of excellence. Together, we can bring Avulux lenses to more people living with migraine and light sensitivity," said **Charles Posternack, MD**, President and CEO of Avulux. "ABB's reputation for quality and service makes them an ideal partner as we expand access to our innovative light management solution."

ABB Labs has the industry's best service and quality of any national lab network, according to the results from a recent independent study\*. ABB Labs customers had a satisfaction rating of 92% with over 98% of lab orders meeting customer quality expectations. Additionally, more customers planned on continuing to do business with ABB than any other lab; 9 out of 10 customers put their trust in ABB Labs and said they would remain an ABB Labs customer in 12 months.

For information on how to begin offering Avulux through ABB, visit [ecp.avulux.com/abb](http://ecp.avulux.com/abb). **PA**

\* According to an independent study of 1,000 current eyeglass wearers conducted by Emergent Research. Data on file.



Dr. Nanasy

