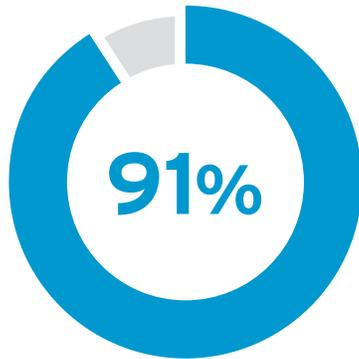


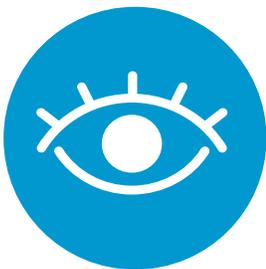
SAY YES TO COMPREHENSIVE EYE EXAMS



Ninety-one percent of Americans feel that the health of their eyes is as important as the health of their heart or lungs.

However, many don't realize that your eyes act as windows to overall health and regular eye exams can reveal chronic health issues such as diabetes and high blood pressure. The American Optometric Association (AOA) encourage patients everywhere to see their local doctor of optometry to receive a twelve-step comprehensive eye exam, the gold standard of care. As you schedule your regular appointment, keep in mind the following facts about eye care.

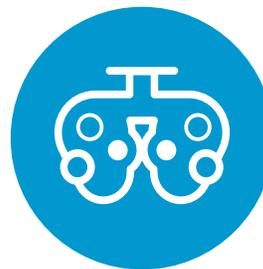
MAKE EYE HEALTH A PRIORITY



Americans are 2.3x more likely to **worry about losing their vision** than they are the next highest worry: losing their memory.



Doctors of optometry provide **2/3 of America's eye care.**



In addition to evaluating **your eyes** for your glasses or contact lens prescription, a doctor of optometry will **conduct a comprehensive eye exam to check for vision issues and eye disease, chronic health problems** (like diabetes) and the standing of your overall eye health.



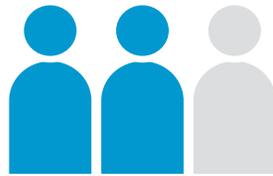
2 in 3 believe **it is important to schedule a regular or yearly appointment** with their eye doctor.

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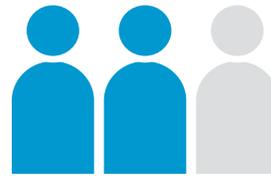
YOU CAN'T PUT A PRICE ON EYE HEALTH



4 in 5 Americans take care of their eye health, even if it means spending money.



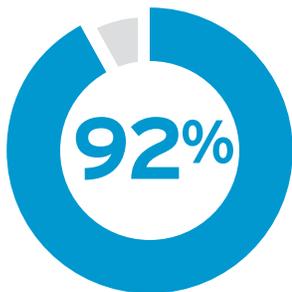
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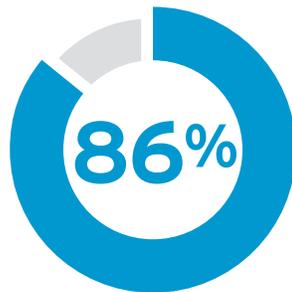
2 out of 3 Americans (67%) would pay out-of-pocket for annual visits to their eye health professional.



3 in 4 don't believe that their lifestyle prohibits them from taking good care of their eyes.



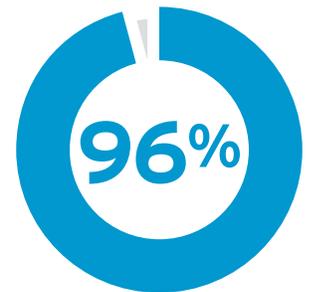
92% of surveyed Americans would prefer getting a comprehensive eye exam that is guaranteed to be accurate over the alleged affordability of online/mobile vision apps.



86% of respondents prefer face-to-face interactions with their health care providers over home tests without the involvement of an HCP.



55% of Americans question online apps' reliability and 53% question their accuracy.



96% of respondents agree that eye doctors are trusted providers of both contact lenses and information on contact lens safety, while only half trust online retailers for either.