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**Frank Groff**  
I N C O R P O R A T E D

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**LOCAL EYE SURGEON INTRODUCES NEW PROCEDURE WORTH CRYING OVER  
(New Treatment For Dry Eye Syndrome Now Offered At Feinerman Vision Center)**

There's a new treatment for an irritating condition that could have you in tears -- and that's a good thing! Dry eye syndrome affects many people who can only find relief by relying on the continual use of commercial, over-the-counter eye drops. There is a new procedure to relieve the redness, pain, irritation, blurry vision and other problems associated with dry eye syndrome and it will replace the 20-year-old surgery currently available.

According to eye surgeon Gregg Feinerman, founder and medical director of Feinerman Vision Center in Newport Beach, the new procedure involves the insertion of SmartPlugs into a patient's tear duct so that the body's natural lubricants can soothe the eye, thus reducing the need for eye-drops, gels and other products designed to offer relief.

"Dry eye syndrome has increased as the baby boomer population ages and these new SmartPlugs offer a much more solid solution than conventional punctum plugs, which are not flexible and sometimes migrate from their original position and cause a host of problems," said Feinerman, who is one of the first eye surgeons in the nation to use the new SmartPlugs. "Because the new plugs are made of a flexible material, they are able to be inserted easily and their physical state can alter between a rigid solid and a soft gel in response to temperature changes."

According to Feinerman, SmartPlugs recently underwent a clinical study of 31 patients with dry eye syndrome. The product was compared with a conventional silicone punctum plug. Those

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fitted with SmartPlugs showed less extrusion, foreign body sensation and decreased burning and stinging than those fitted with the traditional product.

“I am confident that those with dry eye syndrome will enjoy permanent relief from the condition by undergoing a very simple procedure that takes less than one-half hour to perform,” continued Feinerman. “The introduction of SmartPlugs means that many people who are ‘addicted’ to eye drops and other related products will now be able to rely on their own bodies to perform as nature intended.”

The Feinerman Vision Center in Newport Beach, Calif., is recognized as one of nation’s foremost medical practices dedicated to vision correction. Feinerman is one of only a handful of surgeons in the nation who is certified to perform the Crystalens procedure, which restores both near and far vision to those needing reading glasses as well as those who require corrective lenses to see distances, as well as a number of other cutting-edge procedures that have proven effective in restoring the vision of those suffering from cataracts. He also is a noted author and educator, presenting instruction to other eye surgeons and publishing articles and abstracts in such prestigious medical journals as “Ophthalmology,” as well as in numerous textbooks read by physicians throughout the world.

Feinerman Vision Center is located at 320 Superior Avenue, Suite 350, in Newport Beach. For more information, call (949) 631-4780 or visit <http://www.feinermanvision.com>.

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