



Press Release
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DrPatch launches an innovative tool to help you keep an eye on your eyes.

Granby, Quebec/Canada, November 20, 2011 –The path to a healthy lifestyle is directly linked to having the right information at the right time. Yet in the field of visual treatments, individuals must usually scramble to keep track of a good deal of information stemming from various professionals and they are pretty much left to themselves to get the job done right.

A visual health record that is as useful as it is attractive

To help you document the health of your eyes, DrPatch has created two distinctive visual health records. The *Eyeful* is designed for children and the *Visionary* for adults. Each 24 pages unit contains the following elements:

- Beautiful illustrations of the anatomy of the eye, to illustrate the explanations of the eye professionals and help in their understanding;
- Information about your prescriptions;
- Pages for notes about frames and contact lenses;
- Space to write down appointments with eye professionals, along with their contact information;
- A useful glossary of scientific terms;
- Pages for notes about anything related to the health of your eyes;
- A handy pocket for prescriptions.

These elements are highlighted by a unique, distinctive, graphic design that will encourage people to bring their visual health record with them when they visit their eye professionals. Thus, all relevant information is within convenient reach in a single, comprehensive, document.

An effective loyalty building tool for eye professionals

Eye professionals can distribute versions of the DrPatch visual health record carrying their own brand to their clients/patients. Its usefulness, unique graphic design and high print quality will strengthen the professional's brand in the eyes of each person. It is thus an effective loyalty building tool and the ideal complement to existing promotional initiatives.

About DrPatch Inc.

From the leader in the creation of illustrated eye patches

A privately held company, DrPatch is recognized by a growing body of ophthalmologists and optometrists as the creator of distinctive, effective and comfortable eye patches. As you know, these reusable, completely opaque, adhesive yet residue-free films are affixed directly on the eyeglass lens and are made to fit all eyeglass styles and models. The various distinctive designs help address issues of self-perception and social acceptance associated with the use of the more traditional eye patches.

Find comprehensive information on this exciting new tool and other trend setting products at drpatch.ca

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Photos and documentation are available on the “Press Room” link at www.eye-patch-info.com/press. The company has published and made available free of charge a number of White Papers through its website.