

FOR IMMEDIATE RELEASE

Press contact:

Beatrice Bugnosen
Absolute Pitch Public Relations
(o) 347.527.2196
(c) 917.848.0919
beatrice@absolutepitchpr.com



WORLD-RENOWNED EYE LASER SURGEON DR. EMIL WILLIAM CHYNN To Perform First CustomVue Wavefront MonoVision Surgery In New York!

New York, NY – March 14, 2008... Esteemed eye surgeon **Emil William Chynn, MD, MBA** will be the first eye surgeon in New York City to perform the recently FDA-approved laser procedure called **CustomVue WaveFront MonoVision**. This revolutionary new eye laser surgery eliminates the need for reading glasses—which occurs in everyone after the age of 40—and provides vision correction that is 25x more precise than non-custom MonoVision!

As anyone approaches their 40s and 50s, they eventually need reading glasses. Those with active lifestyles, however, are not ready to submit to bifocals or "granny glasses." Fortunately for them, the US FDA has just approved a new eye laser procedure called **CustomVue WaveFront MonoVision that not only eliminates the need for reading glasses, but provides vision correction that is 25x better than the non-custom MonoVision procedure.** CustomVue was developed by VISX/AMO, the leader in Laser Vision Correction. More laser vision procedures have been performed in the US on the VISX laser than all other laser brands—combined! With the new, FDA-approved, CustomVue MonoVision procedure, patients can finally get rid of their reading glasses and have crisper, sharper vision, even at night.

During the MonoVision procedure, the doctor tests which eye is dominant—the one that you sight with when you take a picture, shoot a gun, or playing pool. Most people are right-eye-dominant (although there is no relation between eye and hand dominance). The doctor then selects the appropriate level of MonoVision based on the patient's age and profession. For example, a man in his 40s who plays golf will want less MonoVision than a woman in her 50s who is an accountant.

Regular, non-customized MonoVision has been performed by laser vision correction specialists throughout the US for the last decade, with excellent results. **Emil Chynn, MD, MBA, the 1st laser vision surgeon in New York City to have LASIK himself (in 1999)**, has performed over 10,000 laser vision cases, including over 1,000 MonoVision cases, and has MonoVision himself. **On April 1st, he will be the 1st surgeon in NYC to perform the CustomVue WaveFront MonoVision procedure!**

The advantage of **CustomVue MonoVision** over regular, non-custom MonoVision is that **the CustomVue procedure is 25x more precise**, because in CustomVue your prescription is treated to the nearest hundredth (e.g. -3.87), instead of the nearest quarter, like with glasses, contacts, or non-CustomVue (e.g. -3.75, -4.00.) Dr. Chynn explains, "This is why patients after CustomVue don't have night glare or halos—because I can treat each part of your eye with the exact prescription it needs—so when your pupil dilates, your vision stays sharp and crisp."

Dr. Chynn is one of the best-trained and most-experienced laser vision correction surgeons in the US. He is an honors graduate of Dartmouth College, Columbia Medical School, Harvard University (ophthalmology residency), Emory University (refractive surgery fellowship), and NYU (MBA). **Dr. Chynn is the only laser vision correction surgeon in NYC who performs exclusively the more modern, no-cut, no-flap, all-laser LASEK and epi-LASEK procedures.** These newer procedures are safer and provide better vision than the old-fashioned, more common cutting LASIK procedure (which Dr. Chynn had himself, since his surgery was back in 1999.)

Every month, Dr. Chynn holds a Live Laser Surgery Seminar at the Park Avenue Laser Vision Center in New York City. There people can come and watch a live laser procedure, speak to patients who have already had the procedure, and get their eyes checked to make sure they are good candidates for the procedure. Attendees also receive complimentary refreshments and a Goodie Bag!

The next Seminar will present the 1st CustomVue MonoVision performed in NYC, on Tuesday, April 1st, from 5-6:30 PM, at the Park Avenue Laser Vision Center, located at 102 E. 25th St. (at Park Avenue South). To reserve your seat, call (888) I-WANT-2020 (888-492-6820), or (212) 741-8628 (M-F, from 10-6).

For more information, go to www.ParkAvenueLaser.com where you can email your questions to Dr. Chynn directly and receive your "Free Internet Consultation!"

#