

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

It's a familiar picture: a group of middle-aged people dining out together, some of them squinting to read their menus held at arm's length, others rifling through purses or pockets for their reading glasses.

Just because you're over 40, this doesn't have to be you, says Martin Sussman, founder of the Cambridge Institute for Better Vision. He is co-developer of *The Read Without Glasses Method*, based on eye exercises originally conceived by Dr. Ray Gottlieb, O.D., Ph.D., F.C.O.V.D., and used successfully in his private practice for three decades. Practicing some simple-to-learn exercises as little as six minutes a day could help your vision become sharper and your focus clearer, until you can read smaller and smaller print without squinting.

Sussman challenges those in the medical community who believe that middle-aged sight, or presbyopia, is the inevitable result of normal aging caused by eye muscles that become weaker and less flexible over time. Like any other part of the body, he says, you can restore the eyes to a more youthful state through exercise and relaxation.


Sussman, an internationally respected expert in the field of holistic approaches to eye health and vision improvement, is well versed on such related vision health topics as:

- Do You Have Baby Boomer Eyes?: If bifocals don't go with your new hair color, South Beach figure, and spandex running gear, take heart. Learn simple relaxation and focusing exercises for your eyes that could eliminate your need for reading glasses completely.
- Eye-Care Tips for Computer Users: If you work at the computer for hours at a time, you may be suffering from some of the symptoms of Computer Stress Syndrome, including eyestrain, deteriorating vision, and headaches. Discover useful tips and self-care strategies to keep your eyes healthy and your vision sharp at work.
- Food for Sight: Besides carrots, can you name ten foods that support healthy eyes? Find out about the best food sources, herbs, and nutritional supplements for healthy eyes.

The Read Without Glasses Method is presented on DVD or video and comes with a full-size and a wallet-size practice chart. You can find out more about the method and its developers at www.withoutglasses.com.

Martin Sussman has extensive media experience. Please let me know if I can arrange for you to speak with him directly.

Best Regards,


Cathy Lewis

Throw Away Your Reading Glasses – And See!

New self-help approach targets middle-aged vision – naturally, without corrective lenses or surgery.

Conventional medical wisdom says reading glasses are inevitable once we reach 40. And once we get middle-aged sight, or presbyopia, there's nothing we can do about it – it's reading glasses forever.

But shouldn't common sense challenge this assumption? If the rest of your body responds positively to exercise, relaxation, nutritional support and healthy habits, then why not your eyes?

That's the idea behind a groundbreaking self-help approach to presbyopia pioneered by Dr. Ray Gottlieb, O.D., Ph.D., F.C.O.V.D., and co-developed by Martin Sussman, president of the Cambridge Institute for Better Vision. Their *Read Without Glasses Method* is an exercise-based program that takes about six minutes a day. By practicing easy eye exercises regularly, you could fend off presbyopia indefinitely, wean yourself from reading glasses, bifocals, or contact lenses, and avoid the risk of eye surgery altogether.

The Read Without Glasses Method is presented in video and DVD format, and comes with a full-size practice chart as well as a wallet-size chart you can use for on-the-spot vision improvement right before you need to read a menu or phonebook.

Learn:

- How to prevent the onset of presbyopia or greatly improve your current middle-aged eyesight
- Simple flexing and relaxation exercises that give you immediate vision improvement right when you need it
- How to combat eye fatigue caused by stress, squinting, computer use, bad lighting, or poor ergonomics
- Stress-busting techniques that support better vision
- How to eat right for optimal eye health
- Motivational tips for your daily six-minute eye workout

Proven successful with hundreds of patients, *The Read Without Glasses Method* is giving health- and image-conscious baby boomers something to cheer about.



Sharpen your near vision.
Reverse middle-age sight.

"The Read Without Glasses Method combines the best of optometric vision therapy and natural vision exercises to create a simple and effective way to sharpen your vision. I've done it, it works!"
Dr. Jacob Liberman,
author of *Take Off Your Glasses And See* and *Light: Medicine of the Future*

For more information, contact:
CATHY S. LEWIS, email:
clewis1333@aol.com
voice: (845) 679-2188
fax: (845) 679-0529

About The Experts

MARTIN SUSSMAN is founder and executive director of the Cambridge Institute for Better Vision and co-developer of *The Read Without Glasses Method* for reversing middle-aged eyesight.

Internationally known for his pioneering work in vision improvement, Sussman is respected by patients and physicians alike for the holistic approaches to better vision that he has developed in conjunction with leading vision specialists and taught to thousands worldwide.

Sussman has facilitated over five hundred workshops and classes in North America and Europe, including the EYECLASSES Vision Seminar.

He is the author of numerous eye-health audio programs, including the number-one best-selling book and tape series, *The Program for Better Vision*, and is co-author, with Dr. Ernest Loewenstein and Howard Sann, of *Total Health at the Computer* (Station Hill Press).

Known for his practical, empowering approach to vision care, Sussman is a media veteran who has been interviewed widely on national TV. His appearance on CNN made broadcast history as the first time a segment on “News from the World of Medicine” was rebroadcast due to popular demand.

DR. RAY GOTTLIEB, O.D., Ph.D., F.C.O.V.D., is a behavioral optometrist with a specialty in vision training and vision therapy. He originated the process behind *The Read Without Glasses Method*, which he has been using successfully in his private practice for more than thirty years with patients from ages 40 to 80.

Since 1979, Dr. Gottlieb has been Dean of the College of Syntonic Optometry, a research and educational organization dedicated to the study and clinical application of optometric phototherapy. He earned his graduate and master’s degrees in optometry at the University of California, Berkeley, and his Ph.D. in Human Sciences at Saybrook Graduate School and Research Center in San Francisco.

Dr. Gottlieb is author of *Attention and Memory Training for Children*. A former research editor and writer for the *Brain/Mind Bulletin*, he continues to contribute to optometric journals and scientific periodicals.



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Interview Topics

The Eye Workout

Learn an easy six-minute routine to keep your near vision sharp.

If you are over 40 and don't want reading glasses, Sussman has great news. Spend six minutes a day strengthening and relaxing the fine muscles in your eyes and you can fend off presbyopia, the condition that makes it difficult to read menus, pill bottles, and other fine print as we age.

Learn:

- How to recognize the early signs of presbyopia
- Exercises that flex the six muscles that control convergence (turning the eye inward)
- Exercises that flex the fine muscles that control accommodation (focusing at near)
- Relaxation exercises to aid in divergence (focusing at a distance)
- How to stick to your six-minute-a-day eye workout

Ten Habits for Better Vision

Find out how you can improve your eyesight.

Did you know that the food you eat, how much rest you get, and even your moods and attitudes play a role in how well your eyes function? We sometimes forget that our eyes don't exist in isolation. Sussman says our eyes are an integral part of our total being, affected by, and affecting the body, mind, and emotions.

Discover:

- Techniques to keep eye muscles limber
- Eye-healthy foods and nutrients, and foods to avoid
- Small changes in your daily routine that make a big difference in eye health and vision
- How moods affect your vision, and vice versa

Is Your Computer Ruining Your Eyes?

Expert shows how to avoid the eye-health hazards of computer use.

Carpal tunnel syndrome is not the only health risk associated with sitting in front of a computer screen all day, says Sussman. Lately, studies have been focusing on vision-related problems as well, including eyestrain, blurred vision, headaches, and deteriorating eyesight.

He discusses:

- How to prevent, reduce, or eliminate the forty most commonly experienced symptoms of Computer Stress Syndrome
- Simple eye exercises to do at the computer
- Ten self-help eye-care strategies for heavy computer users



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Who CAN'T benefit from *The Read Without Glasses Method*? People with:

- Only one eye
- Amblyopia (lazy eye)
- An eye-turning problem
- Severe low vision

Who CAN benefit from *The Read Without Glasses Method*:

- Anyone without the above conditions who is approaching or over 40
- Anyone who currently needs or already uses reading glasses or bifocals
- Aging baby boomers and seniors

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The Healthy Eye Diet

Expert offers nutritional advice for keeping eyes healthy, youthful, and disease-free.

Your mother may not have been wrong when she advised you to eat carrots for your eyes, according to Sussman. The link between diet and healthy vision has been widely studied and documented.

He discusses:

- The antioxidant connection: top fruits and vegetables that contribute to better vision and healthy eyes
- How to support eye health with supplements and herbs
- Latest science news on the link between nutrition and vision

The Case Against Conventional Presbyopia Treatments

Expert says the medical establishment isn't giving people over 40 all the facts.

Most ophthalmologists tell their patients that middle-aged sight—the condition that makes it increasingly difficult to read small print as you get older—is inevitable and irreversible. Sussman and Dr. Gottlieb disagree.

That's why they developed *The Read Without Glasses Method*.

Learn:

- Why eye surgery to correct presbyopia might be unnecessary
- How to wean yourself from inconvenient contact lenses and irritating multifocal eyeglasses
- Why eye muscles, like other muscles in your body, get stiff and inflexible with age, and how to keep them elastic and youthful with targeted exercise
- How to train your eyes to use progressively weaker reading glasses until you no longer need glasses



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Where To Find 6 Minutes A Day

- During TV commercials
- While “on hold” on the phone
- While your computer boots up
- Each time you return to your desk after a break
- Waiting for the commuter train
- After shaving, makeup, brushing teeth
- Before bed

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Presbyopia Fact Sheet

- The term *presbyopia* means “old eye” and is a vision condition, starting around age 40, involving the loss of the eye’s ability to focus on close objects, caused by reduced flexibility and elasticity in the natural lens and tiny muscles inside your eye. (healthatoz.com)
- This year more than 9 million Americans will have to start holding their newspapers a little farther from their face in order to see them clearly. (presbyopia.org)
- A survey by the U.S. National Eye Institute showed that vision is the most highly valued of the senses, but most people are more likely to have had their car serviced recently than to have had their eyes checked.
- Nearly 45 percent of the planet’s population is over 40 years old. In the time it takes to read a page in a magazine, the world will welcome about four new presbyopes. (*Review of Ophthalmology*)
- 53 percent of all people with presbyopia, or 800 million worldwide, live with the condition uncorrected. (presbyopia.org)
- 45 million people between 35 and 49 use glasses or contacts. (Vision Council of America)
- 92 percent of seniors 70 and over wear glasses. (Centers for Disease Control)
- In a recent survey, 71 percent of older boomers (ages 46 to 55) and 41 percent of younger boomers (ages 37 to 45) said that changing vision has impacted some of their activities. (Varilux Boomer Watch Survey)
- In the same survey of 1,000 baby boomers, 68 percent cited reduced vision as a top health concern (behind heart disease and aging).



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Martin Sussman, co-developer,
The Read Without Glasses Method



Dr. Ray Gottlieb, O.D., Ph.D.,
F.C.O.V.D., originator,
The Read Without Glasses Method

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Suggested Interview Questions

1. Why do people suddenly have trouble reading things like menus and pill bottles when they get to be 40 or so?
2. Why do doctors tell us that presbyopia, or middle-aged eyesight, is inevitable and irreversible?
3. How did *The Read Without Glasses Method* come about?
4. Who can benefit from *The Read Without Glasses Method*? Are there people who cannot benefit from it?
5. How long has your approach been used?
6. If I currently use reading glasses, what can I reasonably expect from *The Read Without Glasses Method*?
7. How do the eye exercises work, and are they difficult to master?
8. How often do you need to do the eye exercises to see results?
9. What causes aging of the eyes, and how can we slow it down?
10. Talk about some real-life success stories you've seen with *The Read Without Glasses Method*.
11. What is the effect of heavy computer use on vision?
12. What kinds of foods are good for your eyes?
13. Can your moods, your psychological state, and your thoughts affect vision?



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