



Sharpen your near vision.
Reverse middle-age sight.

In the UK contact:
LUMINA
P.O. Box 31645
LONDON W11 2UZ
phone: 0207 221 0621
lumina@withoutglasses.com

In the U.S. contact:
Martin Sussman
Cambridge Institute
P.O. Box 250
Topsfield MA 01983
phone: 001-978-887-3883
marty@withoutglasses.com

FOR IMMEDIATE RELEASE

Reading Glasses — Are They Inevitable? *New video for eyes says, No, Challenges Conventional Wisdom About Aging Eyes.*

Dear Editor/Publisher,

If you thought reading glasses were forever, think again.

A new instructional program, **The Read Without Glasses Method**, offers a natural, exercise-based answer that can turn back the clock on the problem of aging eyes. The method is based on the principle that the eyes — just like any other part of your body — can benefit from exercise, re-training and relaxation.

"The Read Without Glasses Method is the most effective solution I've seen for middle-aged sight," says Martin Sussman, president of the Cambridge Institute for Better Vision, which produced the video. "The method is simple to learn and easy to practise. Benefits result from as little as six minutes of practice a day."

The Read Without Glasses Method was conceived by Dr. Ray Gottlieb, O.D., Ph.D., a Rochester, N.Y., vision therapy optometrist and Dean of the College of Syntonic Optometry. Dr. Gottlieb discovered the genesis of the method nearly 30 years ago and has used the method since then in his private practice, working successfully with people in their 40s and 50s — and much older.

"I've seen my patients improve their near vision and get free of reading glasses, or need weaker ones," says Dr. Gottlieb. "And, I guess you could say I'm a testimonial myself. I'm 63 years old and have never needed reading glasses."

The loss of the ability to see clearly close up as you get older is a condition known as presbyopia. It affects almost everyone between their mid-forties and mid-fifties. According to the Eyecare Trust 80% of the population aged 45-54 wears glasses.

Until recently it was thought that the only solution to this problem was stronger and stronger reading glasses or bifocals as the condition worsened. But now, with **The Read Without Glasses Method**, the opportunity exists for people to keep their eyes young and to avoid, reduce or eliminate the need for stronger and stronger lenses.

- MORE -

A Product of the Cambridge Institute for Better Vision

THE READ WITHOUT GLASSES METHOD™

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Martin Sussman helped Dr. Gottlieb take a practice that was only applicable in a professional setting and produce it as a self-help video, **The Read Without Glasses Method**. The method can be learned by anyone, anywhere, at any time – just by watching the video or DVD and using the accompanying practice chart.

The Read Without Glasses Method includes Dr. Gottlieb's demonstration of the method, Sussman's comprehensive review and detailed instructions, and trouble-shooting tips and advanced ways to use the method.

The Read Without Glasses Method can help most people, but it is necessary that the user have two functional eyes. The method will not work for people who have only one functioning eye, amblyopia (lazy eye), squint or severely reduced vision.

The Read Without Glasses Method is available on video and DVD in both NTSC and PAL formats. The package comes with **The Read Without Glasses Method** full-size chart and also includes a wallet-size chart that people can use for "on the spot" vision improvement – before reading a menu or a telephone directory, for example.

The Read Without Glasses Method should have broad appeal to older people as well as aging baby boomers. According to the Eyecare Trust 96% of those aged 55 and over wear glasses.

Sussman is also author of the world's No. 1 best-selling audiotape system, *The Program for Better Vision*, and co-author (with Dr. Ernest Loewenstein) of the 1993 Station Hill Press book, *Total Health at the Computer*.

Call or email to arrange a time to speak with Martin Sussman. Mr. Sussman has extensive experience in all forms of media.