

## Wembley to host new Ortho-K lens launch

**W**embley Stadium will host the launch of a new orthokeratology contact lens venture at the end of the month. The new company, which will back its plans by a near-£1m marketing spend, claims it is also discussing a revolutionary eye drop concept that will extend the benefits of overnight vision correction for up to a year.

Two retail healthcare entrepreneurs - Jennifer Golden and Malcolm Hughes, who have a background in blue-chip companies - will present plans for i-Go lenses at an afternoon and evening event involving noted eye care professionals Trusit Dave and Shelly Bansal. The launch, on January 30, will be chaired by Mr Dave, and Mr Bansal will discuss 'how and why i-Go works'.

The company has been established to market a new design of overnight vision correction contact lenses not previously available in the UK and the initial launch is targeted to independents in the London area.

A strong advocate of overnight vision correction contact lenses, Mr Bansal will present the results of his experiences with this new lens. He said: "I look forward to sharing with everyone at the conference the results and patient response from both those who are new to orthokeratology and also from patients I have switched over from alternative orthokeratology products.

"The positive clinical results, combined with the comprehensive support package behind i-Go are just what is needed to successfully take orthokeratology to a wider audience. Being involved in this project has highlighted to me more than ever, the significant benefits and opportunities which i-Go overnight vision correction can offer to independent practitioners and their patients."

The fledgling company can already boast of an exclusive distribution deal for the UK market with Euclid Systems Corporation, the US overnight vision correction contact lens lab, which is perhaps best known for supplying the 'Emerald' design of lens to over 70,000 patients in North America and Asia.

Euclid was one of only two original orthokeratology lens designs to receive Food & Drugs Administration overnight approval, and is part of the Bausch & Lomb's 'vision shaping treatment programme'.

The company is also about to enter clinical trials 'with a revolutionary new bio-pharmaceutical eye drop solution' which is projected to extend the benefit of overnight vision correction lens wear for possibly as much as a year, 'thus removing the requirement for nightly lens wear'.

"This could revolutionise the eye care market," said an i-Go spokesman, "and more details of this exciting new venture will be unveiled at the conference."

i-Go has developed a commercial package with a budget of approaching £1m to build a recognition of the company's brand, and i-Go will provide accredited eye care practitioners with a free state-of-the-art topographer, an online training pack and a range of supporting clinical, operational and financial services.

The initial launch is being targeted at independent practitioners in the London area, and the company is planning to have a network of around 100 optical outlets in the next three years.

Managing director Jennifer Golden launched the first high



street cosmetic dentistry chain, Dentic in 1990. After building the turnover of the business to £2m with four outlets in central London she sold the business to a corporate dentistry group in 2001. She has worked on developing i-GO since 2005. Business partner, Malcolm Hughes (CEO) also has strong links to the medical sector after he helped corporate dental business, Oasis Healthcare build an £80m turnover and 120 sites during the 1990s. Head of professional services, Shelly Bansal is a fellow of the BCLA, and independent clinical adviser Dr Trusit Dave is a leading researcher and writer, and has co-authored the textbook, *Orthokeratology - Principles and Practice*.

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