

(Outer Envelope:)

(Letter:)

Joe Sample  
1234 Main Street  
Anytown, NJ 08060

Intacs Risk-Free Offer: Have your eyes checked for Intacs by Dr. So & So, the certified Intacs eye doctor in your area, now and you could save hundreds of dollars if you decide Intacs are right for you!

Dear Joe:

Intacs gives you 20/20 vision (or better) without the hassles of contacts or glasses. So you'll look as good as you see, all the time! Plus, it is the only surgical option that provides you with permanent vision correction, without making permanent changes to your eye. So if you are not satisfied, you can have Intacs removed as easily as having them inserted.

Nature gave you only one set of eyes, so it's nice to know that Intacs is safe. Intacs gently reshapes the outer edge of your cornea, giving it the perfect focus that nature intended, without touching the central field of vision (the crucial inner corneal layer).

Only Intacs™ micro precision corneal ring segments offer you the flexibility of having them replaced, or even removed. And, now, if you make an initial preoperative appointment with the Intacs certified eye doctor we've referred you to (or another Intacs certified doctor of your choice), you can save several hundred dollars.

Contact Dr. So & So, (or call Intacs at 1-800-4-Intacs) to make your appointment by X/X/XX\* and the Intacs corneal implants plus the Intacs procedure (including the pre and post-operative exams) will cost only \$999 for each eye. That's an average savings of \$XXX!

**Only Intacs can offer you this Risk-FREE Satisfaction Guarantee:**

*If you are not completely satisfied with your Intacs, you can have them removed and receive a full refund.* In U.S. clinical studies, in all cases where Intacs were removed patients were able to be

corrected to 20/20 vision or better. More than ten years of clinical studies were conducted to prove the performance and safety of Intacs and to gain FDA approval. In fact, the majority of Intacs wearers are actually seeing better than 20/20 without contacts or glasses.<sup>†</sup> Now, *that's* confidence.

So your decision can be as carefree as your vision. Take a moment now to review the important information enclosed. Most of your questions should be addressed by reading the complete **Patient Information Booklet**, enclose. You can also sit back, relax and pop in the **Intacs Procedure Video** to see just how simple and safe the Intacs procedure is.

Thank you for your interest in Intacs for maintenance-free vision.

Sincerely,

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XXXXXXXXXXXXXX

PS: Please be sure to act quickly on your decision! This special \$999 Intacs money-saving offer can save you hundreds of dollars if you make your appointment by X/XX/XX. \*Please note that we cannot guarantee this savings should you cancel or reschedule your appointment after the offer expiration date.