

Use Of Logos And Trademarks

Approved computerized digital graphics and logos are available to you as a certified Paragon CRT eye care professional.

- When printing materials, affix the Paragon CRT logo in proximity to your practice name and address in a comparable size.
- When referring to Paragon Vision Sciences registered trade names, Paragon CRT® is a registered mark and "®" must appear the first time the name appears in text.
- If you can't use the actual product logo in an advertisement, use a bold sans serif typeface.

These guidelines regarding logos and trademarks apply to all printed materials and advertising.

Paragon CRT Logos



Fonts

Preferred font: Myriad
Alternate font: Arial, Tahoma

Myriad: Sleep your way to great vision!®
Arial: Sleep your way to great vision!®
Tahoma: Sleep your way to great vision!®

Colors

Teal- PMS 315
Purple- PMS 2612
Red/Maroon- PMS 202
Navy Blue- PMS 540



PMS 315



PMS 540



PMS 2612



PMS 202

Registered Trademarks of Paragon Vision Sciences

Paragon CRT®
Paragon CRT® 100
CRT®
Proximity Control Technology®
Sleep your way to great vision!®

Just watch us®
Paragon HDS®
Paragon HDS® 100
HDS® Technology

Paragon CRT Product Features and Benefits

PARAGON CRT®

Correct Your Vision While You Sleep

<u>Feature</u>	<u>Benefit</u>
FDA Approval for Overnight Corneal Refractive Therapy (Wear lenses only at night)	<ul style="list-style-type: none">• Freedom from the hassles of daytime contact lenses or glasses.• Safe, effective, non-surgical.
Exceptional oxygen permeability	<ul style="list-style-type: none">• Ensures that your eyes get the safe level of oxygen they need during sleep promoting eye health
24-hour vision	<ul style="list-style-type: none">• You can see with Paragon CRT lenses on and off
No need to wear glasses or contact lenses during waking hours	<ul style="list-style-type: none">• No contact lens induced dry eyes and discomfort• No fuzzy vision because contacts are coated• No hassles with active/sport lifestyles• No broken or lost glasses
Approved for all ages	<ul style="list-style-type: none">• Active adolescents can play freely (sports, playground)• Parents are in control-they have the opportunity to manage care• No calls from school nurse "Johnny broke his glasses" "Jenny lost a contact"