

## SPECTACLES AND OPHTHALMIC LENSES

*Shcherbakova O. A.***The right way to offer polarized lenses** 4

Most people who try polarized sunwear lenses love them and can see the difference in their vision when compared to ordinary tinted ophthalmic lenses. We discuss the possible ways to improve the sales of this high technology product that often sells itself when when benefits are demonstrated properly to clients.

**Keywords:** advantage, polarized lenses, spectacle lenses

## CONTACT LENSES

*Walker M.***Facing the perplexing presbyope** 10

This article provides an overview of presbyopic contact lens fitting, and addresses some of the challenges encountered in complex cases, offering simple and advanced approaches to management.

**Keywords:** addication, contact lenses, decentration, presbyopia, pupil

## OPHTHALMOSURGERY

*Kozhukhov A. A., Ovechkin N. I.***The current state of the problem of fixation of the posterior chamber intraocular lens after phacoemulsification of cataract complicated by the violation of capsular support of the lens** 15

The authors present a brief analysis of the existing methods of fixation of posterior chamber intraocular lenses in case of a deficiency in the lenticular apparatus of the lens, while it is indicated that the most promising one is suture fixation.

**Keywords:** intraocular lens, lens, phacoemulsification of cataract

## DIAGNOSTICS, TREATMENT, PHERMACOLOGY, PHARMAGY

*Malyshev A. V., Balayan A. S., Karapetov G. Yu., Kozhukhov A. A., Yudin V. E.***The study of the effectiveness of restorative treatment of patients with dry form of macular degeneration after removal of the epiretinal membrane from the position of the functional state of the neuroscience system** 19

The authors found that the combined use of low-energy laser radiation, magnetotherapy, a complex of polypeptides and preparations with an increased content of anthocyanosides provides effective correction of functional disorders of the retina of the eye in patients with dry form of macular degeneration after removal of the epiretinal membrane.

**Keywords:** epiretinal membrane, medical rehabilitation, retina

## NEW O. D.

*Dunn M. J.***Disorders of perception** 23

Perception is the final stage in the visual pathway. Over the years, several case studies of patients with perceptual dysfunction have enriched our understanding of the normally functioning visual system. This article provides an overview of known perceptual disorders and what they teach us about visual neurology.

**Keywords:** brain, perception, vision, visual cortex, visual path

## ECONOMY AND OPTOMETRY

*Samoilenko I. S., Ladogina A. Yu.***Overview of performance evaluation methods of native advertising of eyecare market players** 31

The article is devoted to the review of the performance evaluation methods of native advertising that are most frequently used in the promotion companies of optical salons and brands of products sold by optical stores. The definition of native advertising is given. The main types of native advertising that are most actively used by the participants of the optical market are examined and recommended for use in the promotion of goods and services of optical salon. The peculiarities of performance evaluation methods of the aforementioned tools are defined.

**Keywords:** advertising in the results of the query, native advertising, optical salon, product placement, promotion, social networking, special events, viral advertising

*Samoilenko I. S., Ladogina A. Yu.***Verbalization of optical salon client demand as “product” in the era of digital economy** 36

The article examines the features of promoting frames and sunglasses in the Internet space. It raises the question of verbalization of the consumer’s demand when surfing frames and sunglasses in the Internet space. The analysis is made and the study data are provided regarding the search query for "glasses" in the key search engines of the Internet such as Google and Yandex. Recommendations on promotion of frames and sunglasses in the search engines of the Internet are given.

**Keywords:** demand, digital economy, eyeglasses, promotion in the Internet, sunglasses, virtual economy

## EDUCATION

*Smirnova I. Yu.***Siberian Association of Pediatric Ophthalmologists –15 years** 40

On October 25, 2017 pediatric ophthalmologists in Novosibirsk gathered for their next, but not quite an ordinary meeting: without traditional presentations, speeches and discussions on ophthalmology. And the reason is that the organizers wanted to arrange a real holiday in honor of the 15th anniversary of our professional association and thank the doctors for their faithfulness to the profession and traditions.

## PUBLICATIONS INDEX

**A list of articles that appeared in Actual Optometry in 2017**