

Welcome to the See Clearly Method™

Congratulations! You've chosen the most effective method currently available for improving your eyesight and your visual health.

The See Clearly Method was developed for people like you, who want to take charge of the well-being of one of their most valuable gifts, their eyesight. It is for those who want to improve their natural ability to see—instead of passively resigning themselves to weaker eyes and stronger glasses or contacts.

Do you have normal vision but are finding that you don't see as clearly as you once did? Have you started thinking about getting your first pair of glasses? Or have you worn glasses for many years and would like to reduce your dependency on them? Regardless of your visual problem, the See Clearly Method offers you the help you need to improve the health and performance of your eyes.

The information and materials in your See Clearly Method training kit are the result of years of research and clinical experience, refined to a system of simple and practical steps, easy to learn and easy to do. More than 20 years in the making, the mix of techniques, their selection and sequence, are a masterpiece of specialized training for the eyes. The more you practice the See Clearly Method and the more progress you make, the more you'll appreciate the power and simplicity of this unique program.

Because the See Clearly Method has been designed for rapid results, you may be tempted to go straight to the videotapes and start doing the exercises. But we strongly recommend first spending time with this Manual, starting with the instructions under "Before You Begin," page ix. Take it from us, you'll get much better results with the program if you follow these instructions.

Once again, on behalf of the American Vision Institute, welcome to the best vision improvement system currently available, the See Clearly Method. You're taking a step that will change the way you see, and put you on the path to a lifetime of healthier eyes and better vision!

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See Clearly Method™

Patent Pending

**A New Program of Eye Exercises
from the American Vision Institute**

Instruction Manual



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The See Clearly Method™:
A New Program of Eye Exercises from the American Vision Institute
Patent Pending

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NOTICE TO READERS

The See Clearly Method™ is an educational tool that teaches the user how to see more clearly, comfortably, and efficiently. It is not a medical or assistive device, nor is it a substitute for diagnosis or treatment by an optometrist or ophthalmologist. The views expressed in this Instruction Manual and elsewhere in the See Clearly Method training materials represent the opinions of the authors. All techniques recommended in the See Clearly Method are considered to be completely safe, but should not be used without first consulting an optometrist or ophthalmologist to determine if any eye disease or other condition requiring specialized treatment is present.

By making use of the contents of the See Clearly Method training kit, the user agrees that it is his or her sole responsibility to determine the suitability of the See Clearly Method for his or her intended purpose, and assumes all risks and liabilities resulting from application of the techniques and recommendations, including any and all claims for direct or consequential damages.

CAUTION: The See Clearly Method includes various eye exercises and the use of an eye patch; it also advocates “progressive undercorrection,” that is, the use of a weaker prescription producing slightly blurred vision in order to strengthen the eyes. Use an eye patch or undercorrected prescription only when reading, watching television, or doing other safe activities. **Do not use an eye patch or do eye exercises, or use an undercorrected prescription while driving a motor vehicle, using power tools, going up or down stairs, or engaging in any other potentially dangerous activity or any other activity that requires depth perception or clear vision.** Whenever weaker lenses are used, they should provide at least 20/40 acuity in each eye. Do not use a weaker prescription unless your eye doctor confirms that you can see well enough to do so safely. Do not touch the eyes or the region surrounding the eyes with long or sharp fingernails, and do not use excessively hot water for hydrotherapy.

Likewise, since the See Clearly Method is intended to improve vision, you should take precautions from time to time to ensure that your glasses or contacts are still suitable for driving, using power tools, going up or down stairs, or engaging in any other potentially dangerous activity that requires clear vision.

The See Clearly Method is designed to improve nearsightedness, farsightedness, presbyopia, astigmatism, and eyestrain. Under no circumstances should it be used as a substitute for the medical treatment of serious eye disease such as cataract, macular or retinal degeneration, or glaucoma. If you suffer from one of these conditions or any other eye disease, you should use the See Clearly Method only under the supervision of an optometrist or ophthalmologist.

See Clearly Method™

Instruction Manual

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Large Fusion Chart

Large Word Chart

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Reminder Cards and Bookmarks

Tell A Friend

A SUGGESTION FROM THE AVI DOCTORS

The results that you achieve with the See Clearly Method can be directly related to the amount of time you devote to the exercises. The more time you spend practicing the See Clearly Method and incorporating it into your daily routine, the greater your chances for success. At the same time, you should begin and proceed at a comfortable pace for yourself. You'll need to determine how much time you can make available for doing the exercises and what pace is comfortable. But for maximum results, we encourage you to follow the program as it is described in the Instruction Manual and the Daily Progress Journal.

Before You Begin: Read this First

You'll gain the maximum benefit from the See Clearly Method if you follow the instructions in this Manual and the Daily Progress Journal exactly as directed. It only takes 30 minutes to do one Exercise Lesson, but if you're pressed for time, you can just practice the New Visual Habits periodically throughout the day. Your New Visual Habits are vitally important because they don't take up any extra time and you can do them just about anywhere.

As you begin this program, you should figure out how to rearrange your schedule so that you exercise your eyes on a regular basis. We strongly recommend you do one or more 30 minute Exercise Lesson per day. However, if you're just too busy, make sure you practice your New Visual Habits as much as possible every day. The important thing is to start improving your vision right away before you get sidetracked and forget.

How to Get Started

You'll get better results and progress faster if you do the following things before beginning the exercises.

1. Make sure you have all the contents of the kit (see p.14).
2. Read this Instruction Manual.
3. Review the Daily Progress Journal.
4. Set up a special place for the exercises. Ideally, this will be close to a television and VCR, so it's convenient to use the videos. If you don't have access to a TV and VCR, set up a tape player and use the audio cassettes. Also, try to find a place where you have six feet of blank

wall in front of you.

5. Remove the Reminder Charts and Eye Charts from the back of the Instruction Manual.
6. Obtain these items:
 - An eye patch (from your drugstore)
 - A 150-watt light bulb
 - An alarm clock
7. Play the Instructional Video and get familiar with the exercises.
8. Re-read the exercise instructions, which start on page 33 of this Manual.
9. Now you are ready to start using the Daily Exercise Videos. As you watch each video, stop the tape at the beginning of each exercise and once again read the instructions for that exercise in the Manual. This will establish the habit of doing the exercises correctly.

Some Words You'll Need to Know...

Many people—including those who wear glasses or contacts—confuse the word “nearsighted” with “farsighted.” And most are unfamiliar with the technical names of the basic visual problems for which glasses or contacts lenses are worn. So while we’ve written this Manual for the layman, there are a few words you’ll need to know, and it’s a good idea to learn them right now. Their definitions are given below.

Astigmatism. A condition in which images appear blurred and distorted, usually at all distances, caused by uneven focusing of light inside the eye.

Cataract. An accumulation of dead cells inside the lens of the eye, which obstructs the passage of light. A cataract is not a tumor or growth, but is usually caused by ultraviolet radiation and/or poor diet.

Ciliary Muscle. A circular muscle surrounding the eye’s inner lens, which enables it to change focus.

Convergence. The ability to turn your eyes inward or cross your eyes.

Cornea. A transparent “window” at the front of the eye, which allows light to enter.

“Corrective” Lenses. Lenses that compensate for the eye’s inability to focus. “Corrective” lenses are also called “compensatory” lenses, and do not correct the underlying problem, only the symptoms.

Extraocular Muscles. A group of six muscles surrounding the eyeball, which enables the eyes to move and point at the same object at the same time.

Farsightedness. A condition in which one sees far objects better than near objects. The technical term for this condition is “hyperopia.” (Pronounced hyper-opia)

Glaucoma. A degenerative disease usually caused by blockages in the eye’s drainage system, which increase the pressure inside the eyeball. Glaucoma often damages the optic nerve and may lead to partial or total blindness.

Hyperopia. A condition in which one sees far objects better than near objects. Hyperopia is generally known as “farsightedness.” A person with hyperopia is called a “hyperope.”

Inner Lens. A transparent capsule of living cells inside the eye, which focuses light onto the retina.

Iris. The colored part of the eye. A circular diaphragm of muscle at the front of the eye, which controls the amount of light entering the eye.

Macular Degeneration. A condition in which cells die in the central part of the retina at the back of the eye, often resulting in partial blindness.

Minus Lenses. Lenses that compensate for nearsightedness.

Nearpoint Stress. The result of unrelieved close-up focus over an extended period of time. Nearpoint stress is caused by cramping of the ciliary and extraocular muscles, and accompanied by reduction of blinking and tear formation. Symptoms include blurred vision, double vision, loss of distance vision, eyestrain, headaches, and sore or dry eyes.

Nearsightedness. A condition in which one sees near objects better than far objects. The technical term for this condition is “myopia.” (Pronounced my-oh-pia)

Optic Nerve. The nerve pathway that transmits signals from the eyes to the brain.

Plus Lenses. Lenses that compensate for farsightedness or presbyopia.

Potential Effect. The ability to gain more results than expected by increasing the amount of exercise. For example, if you do two exercise sessions per day, you’ll get about three times the benefit of doing just one exercise session per day.

Presbyopia. A condition in which the eye loses its focusing power due to the aging process, especially in people over the age of 40. (Pronounced pres-bee-opia.)

Progressive Undercorrection. A technique for strengthening the eyes by helping them adapt to a weaker prescription, i.e., one with which the vision is slightly blurred. When the person can see well with the weaker prescription, the prescription is weakened even more. This process is repeated until the person is completely free of “corrective” lenses or has obtained the maximum amount of improvement possible.

Pupil. The dark hole in the center of the iris, which becomes larger or smaller as the iris expands or contracts, allowing light to enter.

Retina. A complex network of nerve cells, which convert the light entering the eye into electrical impulses that travel up the optic nerve to the brain.

Retinal Detachment. A condition in which the retina becomes separated from the supporting tissue at the back of the eyeball, often leading to partial blindness.

PART I:
Open Your Eyes
To A Better Way Of Seeing



Life's Most Precious Gift

Healthy eyes and good eyesight are among the most precious gifts of life. The beauty and expressiveness of normal, healthy eyes are a delight to behold, and the ability to see clearly has benefits that affect everything we do. Our livelihood, our safety, our pastimes and our pleasures all depend on good vision.

Normal, Healthy Eyes: Your Birthright

The good news is, almost all babies are born with perfectly normal healthy eyes. If you could see well as a child, chances are your eyeballs are not genetically deformed. Unfortunately, many people—including a majority of eye doctors—make the mistake of thinking that poor vision is inherited.

Being born with normal healthy eyes means that poor vision is not inevitable. Although the aging process eventually catches up with us, there are plenty of elderly people who don't need glasses or hardly ever wear them. This means that with proper care and attention, you can probably keep your eyes healthy and your vision normal. It also means that something can be done to improve your vision if your eyes no longer perform as well as they once did.

The bad news is that we live in a world in which our eyes are forced to adapt to conditions for which they are not designed. Long periods of reading and close work were not common before mass education and mass production arrived. More recently, television and computers have been added to the list of reasons people focus their eyes too close, for too long.

In fact, the dramatic increase in nearsightedness in America has been linked to the rapid rise in mass education and television viewing from the 1950s onward. Before mass education and television, a person's eyes alternated frequently between closeup focus and distant viewing in the course of daily life. In this way the eyes were exercised constantly and did not become strained.

The body's response to sustained close-up focus, such as reading or working at a computer, includes cramping of the eye muscles and reduction of normal blinking and tear fluid formation. The effects of this, which is called "nearpoint stress," can include blurred vision, double vision, eyestrain, headaches, and sore or dry eyes.

But remember, despite the challenges of living and working in today's high pressure world, you probably began life with normal healthy eyes. The See Clearly Method will help you exercise them so they function the way nature intended—and help offset the effects of activities that overload the visual system.

What's Wrong With This Picture?

The response of the eye care establishment to rising levels of poor vision has been to become increasingly proficient at compensating for the loss of natural focusing power caused by nearpoint stress and the aging process. Measuring our eyesight and providing us with an endless supply of "corrective" lenses have become highly developed and reliable services. If we are concerned with appearance, we are offered contact lenses, which provide a natural looking alternative to glasses. And lately, if we want to avoid the bother of contacts, laser surgery is being used to reshape the cornea itself. So what's wrong with this picture?

What's wrong is that none of these things fixes the real problem, the loss of focusing power caused by nearpoint stress and the aging process. At best, they temporarily fix the symptoms, not the problem itself. Even the term "corrective" lenses is confusing. What "corrective" lenses do is manipulate the light entering the eyes in order to allow us to see a normal looking image. They compensate for the effects of an aging or stressed visual system. But they do not cure or correct the underlying problem.

In fact, "corrective" lenses can actually increase nearpoint stress, which contributes to the eventual need for a stronger prescription. Instead of curing the problem, they usually make it worse. So using glasses or contacts does nothing for the health of your eyes. They are a crutch that enable you to get by. And like a crutch, you become more dependent on them as your eyes become weaker.

We Can Do Better

For most people, settling for a chronically weak or degenerating body is not an appealing idea. We all want our bodies to be healthy, and stay healthy. Certainly, except for diseases and injuries for which there is no cure, nobody in their right mind would willingly accept a condition that compromises the ability to function and enjoy life, or to be dependent on crutches forever.

Most branches of the medical profession now acknowledge the role of nutrition and exercise in maintaining good health. Unfortunately, this outlook has been slow to gain acceptance among members of the eye care profession. In fact, most eye doctors are unaware of the sizable body of professional literature and research available on this subject.

So it is up to eye doctors who really understand the specific techniques for strengthening the eyes to lead the way. Already this is happening. There are about 3,000 eye doctors in the United States who share this outlook and now offer “behavioral optometry” services. But more understanding and much wider acceptance is needed. The See Clearly Method is the result of a decision by AVI’s team of eye doctors and scientists to provide a natural way to strengthen the eyes, and an effective, inexpensive alternative to progressively weaker eyes and dependence on stronger glasses or contact lenses.

The Doctors Behind the See Clearly Method

The doctors of the American Vision Institute are top professionals with distinguished careers in vision research, and in the practice and teaching of optometry.

Professor Merrill J. Allen, O.D., Ph.D. Professor Emeritus of the School of Optometry at Indiana University, Dr. Allen has personally educated thousands of optometrists. He has received twenty-one professional honors including the American Optometric Association’s prestigious Apollo Award, the highest honor in the optometric profession. Professor Allen is Chairman of the Board of the American Vision Institute.

Professor Francis A. Young, Ph.D. Professor Emeritus at Washington State University, Dr. Young is also a recipient of the AOA’s prestigious Apollo Award, as well as ten other honors in the optometric profession. He is a graduate of Ohio State University, and serves as Vice President of the American Vision Institute.

David W. Muris, O.D. President of the American Vision Institute. Dr. Muris is also President of the College of Preventics Optometry and Director of Sacramento VisionCare Optometric Center. He is former Regional Chairman of the Optometric Extension Program Foundation, and President of the Sacramento Valley Optometric Association. Dr. Muris is a graduate of Southern California College of Optometry.

Steven M. Beresford, Ph.D. Executive Vice President of the American Vision Institute. In addition to vision research, Dr. Beresford is an authority on nuclear chemistry and has published his work in leading scientific journals. He is a graduate of Leicester University (UK).

Open Your Eyes To A Better Way Of Seeing

The See Clearly Method is more than just a way to improve your vision and the health of your eyes. It represents a major breakthrough in eye care. Instead of passively resigning yourself to a lifetime of weaker eyes and stronger prescriptions, you can now actively participate in the way your eyes are treated. Unfortunately for the public, this new approach is not yet shared by the majority of eye doctors.

We believe that this will change as knowledge of these methods and their results becomes more widespread. For example, until recently most dentists did not promote the methods now universally accepted and practiced. Today, no responsible dentist would fail to encourage patients to play an active role in keeping their teeth and gums healthy—with

techniques such as flossing which, until the dental profession's thinking changed, were unknown to most people.

In the history of medicine, new ideas have often been resisted by those schooled in traditional methods. That is only to be expected. Although the techniques you are about to learn have been proven effective in years of clinical practice with thousands of patients, and are supported by more than 1,500 research papers and articles, more can be done.

It is the sincere hope of the American Vision Institute that as people like yourself spread the word about eye exercises, these techniques will eventually be accepted by the mainstream eye care profession and will find their way into the daily habits of most Americans. Until then, we offer the benefits of the See Clearly Method to those health conscious individuals and eye doctors who wish to join the thousands who are assuming a responsible role in the improvement of their eyesight—and taking part in a new way of seeing.

Understanding Traditional Eye Care

Your doctor is expert at examining your eyes, prescribing “corrective” lenses, and checking for signs of eye disease. However, he or she may not be familiar with the principles and techniques of “behavioral optometry,” or the specific practices of the See Clearly Method.

If you follow the See Clearly Method as directed, chances are very good that you'll soon strengthen your eyes to the point where you need a weaker prescription. Although many people have weaker pairs of glasses from previous years that work just fine, you may need to see an eye doctor.

We strongly recommend a technique called “progressive undercorrection.” This is a technique for strengthening eyes by helping them adapt to a weaker prescription, i.e., one with which the vision is slightly blurred. Done properly, it involves being prescribed lenses that give you between 20/20 and 20/40 acuity in each eye. When the person can see well with the weaker prescription, the prescription is weakened even more. This process is repeated until the person is completely free of “corrective” lenses or has obtained the maximum amount of improvement possible.



SAFETY REMINDER. Only use an undercorrected prescription when reading, watching television, or doing other safe activities. Don't use an undercorrected prescription while driving a motor vehicle, using power tools, going up or down stairs, or engaging in any other potentially dangerous activity that requires clear vision.

You need to see an eye doctor who understands how to prescribe in this manner. If your doctor isn't familiar with “behavioral optometry,” you could find resistance to your requests for weaker lenses, since this is contrary to the usual pattern of needing stronger lenses.

Since your eye doctor may not understand what you are trying to accomplish, you may need to be persistent to make sure you get what you need. In fact, it's a very good idea before you make your appointment to ask if your eye doctor is willing to prescribe weaker glasses. If so, once the new glasses are ready, have them checked to verify that they really are weaker. (Objects should appear slightly blurred if the new prescription is weaker.)

AVI
Tips &
Reminders

***Stand Your
Ground!***

If your eye doctor asks you questions that you can't answer, please ask him or her to contact us at our Web site **www.seeclearlymethod.com**.

Remember, you are in charge of your visual health. You are in control. Your eye doctor can help you if he or she knows something about “behavioral optometry” or is open minded to what you are doing. If not, it might be a good idea to take your business elsewhere. If you have difficulty finding a supportive eye doctor, look for a local optometrist who offers “vision therapy” or “visual training.” We may be able to refer you to a supportive eye doctor in your area; call the See Clearly Method referral network at (toll free) 877-559-5400 Monday-Friday, 9 am – 5 pm Central time.

Don't forget that many years of research and clinical experience by responsible, respected eye doctors have gone into the development of the See Clearly Method. It's a positive approach with a valid scientific foundation, and it has already achieved results for thousands of people. On the other hand, mainstream eye doctors continue to provide stronger prescriptions, and no help in addressing the underlying problems. We think the choice is obvious, and again, we congratulate you on having chosen to take an active role in improving your eyesight and visual health.

Now, let's begin.