River Valley Eye Professionals Introduces Avulux Lenses

March 07, 2025

March 07, 2025 -
Northfield, MN ? River Valley Eye Professionals is excited to announce a new partnership with Avulux, the makers of the world?s first clinically proven migraine and light sensitivity lenses. Designed for individuals affected by light-triggered migraines or light sensitivity, these innovative lenses are now available to patients in Northfield. This collaboration provides access to advanced migraine management tools and a suite of pre-built marketing assets to educate and assist patients in understanding their benefits.

?Migraine sufferers often endure debilitating light sensitivity that impacts daily life,? said Dr. Nathan Heilman, lead optometrist at River Valley Eye Professionals. ?With Avulux lenses, we can offer a scientifically-backed solution proven to improve the quality of life for those managing migraines. This partnership reinforces our commitment to delivering the best care and innovative treatments for our patients.?

Avulux lenses filter up to 97% of harmful blue, amber, and red light while allowing soothing green light to pass through, a feature clinically shown to reduce migraine triggers. These lenses are versatile, easy to integrate into patients' existing prescriptions, and available in various frame styles to suit personal preferences.

River Valley Eye Professionals is committed to providing advanced care for patients with migraines, affecting more than 1 billion people worldwide. Research indicates that over 80% of people with migraines experience light sensitivity, which can trigger or worsen attacks. The Avulux lenses address this by precisely targeting the wavelengths of light that contribute to discomfort, giving users a practical tool to regain control over their lives.

The lenses, developed over eight years by scientists and optical engineers, are backed by rigorous clinical research, including a randomized, double-blind, placebo-controlled study. These studies demonstrated Avulux?s efficacy in helping people with migraines reduce their symptoms and resume daily activities without resorting to extreme measures like wearing sunglasses indoors or avoiding well-lit environments.

?Patients who struggle with migraines often feel limited in their options,? added Dr. Heilman. ?Avulux represents a major step forward in non-invasive migraine management. It?s not just about reducing symptoms?it?s about restoring the freedom to live without constant interruptions from light sensitivity.?

Avulux lenses offer everyday usability by focusing on practical design. They can customize them to fit any prescription and incorporate them into a wide variety of frames. Patients can also choose non-prescription options, making them accessible to those who don?t require vision correction but still need relief from light-triggered discomfort.

River Valley Eye Professionals is working alongside Avulux to deploy educational campaigns and marketing assets to inform patients about the benefits of this cutting-edge technology. Patients can expect a series of informative materials, in-office demonstrations, and personalized consultations to determine if Avulux lenses fit their needs.

River Valley Eye Professionals is now scheduling consultations for patients interested in learning more about Avulux lenses. To book an appointment or speak with a representative, please call (507) 607-4701 or visit www.rvep.com.

About River Valley Eye Professionals

Located in Northfield, Minnesota, River Valley Eye Professionals is dedicated to enhancing patients' overall eye health and well-being. Their comprehensive services include advanced dry eye treatments, glaucoma management, and corneal refractive therapy. The practice offers a wide selection of designer eyewear, ensuring patients find frames that suit their style and vision needs. With a commitment to personalized care, the River Valley Eye Professionals team explains eye health in clear terms, fostering genuine relationships with patients and treating them like family.

For more information, visit www.rvep.com.

###

For more information about River Valley Eye Professionals, contact the company here:River Valley Eye ProfessionalsDr Nathan Heilman507-629-2316michelle.parker@rvep.com2019 Jefferson Road, Suite A, Northfield, MN 55057

River Valley Eye Professionals

Rely on the skilled eye doctors at River Valley Eye Professionals in Northfield, MN, for comprehensive vision care and customized eye health services.

Website: https://www.rvep.com/

Email: michelle.parker@rvep.com

Phone: 507-629-2316