BAUSCH & LOMB
PUREVISION® CONTACT LENSES
WHEN VISION MATTERS MOST

* These simulated retinal images represent the effects of correcting +0.15 microns of spherical aberration over a 6 mm pupil (population average: Thibos LN, et al. J Opt Soc Am A. 2002; 19:2329-2348).

INTRODUCTION

BAUSCH & LOMB PUREVISION® CONTACT LENSES.

Bausch & Lomb is excited to share this unique opportunity with you. Around the world, thousands of eye care professionals have experienced the power of PureVision lenses. And we want you to enjoy the same success they have found.

With PureVision lenses, you can fit any patient type – single-vision, astigmatic, and presbyopic – with the flexibility you need. And because PureVision lenses are for daily wear and are FDA-approved for up to 30 days of continuous wear – a demanding test of contact lens health – you can choose the wearing schedule that works best for each patient. You can also be confident that your patients have a lens that delivers optimal health, regardless of their actual wearing habits.

Together, we can make the PureVision lens-wearing experience a successful part of your patients’ lives.

This resource guide provides valuable information to help you:

• Identify and support patients by recognizing their individual needs
• Learn more about the unique features and benefits of PureVision lenses
• Educate patients on what to expect from their PureVision lens experience
• Maximize your lens-fitting success with helpful tips and techniques

We’ve also included studies that demonstrate how PureVision lenses deliver better vision and comfort – with outstanding health. Plus, you’ll see how Bausch & Lomb supports you at every step by providing the promotional materials you need to satisfy your patients.
PUREVISION® LENSES – DESIGNED FOR EXCELLENT VISION WITH EXCEPTIONAL COMFORT AND HEALTH.

VISION

Unique optical designs deliver the visual quality patients demand.

PureVision contact lenses have proven optical designs that allow your patients to see the world with unbelievable clarity and incredible detail, in any situation.

- **PureVision spherical lenses** use enhanced aspheric optics to successfully reduce spherical aberration for high-quality vision anytime – even in low-light conditions. Plus, PureVision spherical lenses are new and improved to provide more fitting options and enhanced comfort.

- **PureVision Toric lenses** have aspheric optics, plus the prism ballasting geometry and patented Lo-Torque® technology of the world’s #1 recommended toric lens design – providing your patients with consistently sharp and stable vision.

- **PureVision Multi-Focal lenses** utilize the wide-intermediate power profile and center-near aspheric design of the world’s #1 recommended multifocal lens for exceptional visual quality – near, far, and everywhere in-between.

COMFORT

Innovative Performa™ surface process for enhanced comfort.

The Performa surface of PureVision lenses transforms the hydrophobic silicone into a hydrophilic silicate that stays wettable. It also creates an exceptionally smooth and clean lens surface that resists protein and lipid deposits.

HEALTH

Proven AerGel™ material provides outstanding ocular health.

All PureVision lenses are made with a patented silicone hydrogel material that delivers a natural level of oxygen to the cornea – even in closed-eye situations.
HEALTH

COMPLIANCE

IMPROVE PATIENT COMPLIANCE AND HEALTH WITH THE LENS THAT’S BUILT TO LAST.

PureVision® monthly modality lenses help promote patient compliance.

• Only 32% of two-week wearers are compliant, many stretch their wearing schedules to a full month.¹
  - On average, these patients purchase only 5.2 of the 8 boxes required annually.

• In contrast, 82% of monthly wearers are compliant with their wearing schedules.¹
  - These patients purchase an average of 3.7 of the 4 boxes required every year.

PureVision lenses are built to last an entire month for healthy lens wear.

While PureVision lenses are most frequently prescribed as a daily wear lens, they’re durable enough to be FDA-approved for up to 30 days of continuous wear¹ – a demanding test of contact lens health.

PureVision monthly modality lenses offer patients an intuitive replacement cycle, making it easier for them to remember to purchase the required amount of lenses during the course of a year.

¹ SCH & Associates, December 2004, surveyed 500 consumers – 400 current lens wearers equally representing top four manufacturers plus 100 prospective lens wearers.
EDUCATING PATIENTS IS KEY TO THEIR LENS-WEARING SUCCESS.

What your patients should expect from PureVision® lenses:

- PureVision lenses may feel a little different at first because they are different – made with a unique material and design that provide unique benefits.
- It may take a short while for patients to adapt to their silicone hydrogel lenses. Remind them to be patient with this new material.
- Vision and health benefits are immediately available.

“ I always talk to my patients about what to expect with their new lenses. Once patients understand why they’re noticing the lenses, it’s no longer an issue. ”

– Richard Durocher, OD

EXCEPTIONAL VISION

PureVision spherical lenses use anterior aspheric optics to successfully reduce spherical aberration, so your patients can expect:

- Crisp, clear vision throughout the day.
- Improved image contrast – even in low-light conditions.
- Reduction of halos.

OUTSTANDING HEALTH

Because PureVision lenses are made from healthy AerGel™ silicone hydrogel material, your patients will also benefit from:

- Natural levels of oxygen reaching their corneas.
- The long wearing times their lives demand.
- Healthy, white eyes.

Educating patients upfront can save you chair time and get them excited about their new PureVision lens-wearing experience.
PATIENT TYPES: SINGLE-VISION

The ideal patient types for PureVision spherical lenses.

- **PATIENT TYPE: Demands enhanced clarity.**
  - Patients cite unmet vision needs almost as often as comfort problems as a reason for dropout.²
  - In the general population, 0.15 microns of positive spherical aberration is typical for a 6.00 mm pupil.³
  - Patients notice spherical aberration most in low-light conditions.

- **PATIENT TYPE: Experiences dryness or discomfort over time.**
  - Nearly a third of current lens wearers say their lenses make their eyes red and irritated.⁴
  - 54% of lens wearers report needing to wear their lenses longer than 15 hours a day.⁴

- **PATIENT TYPE: Non-compliant, two-week lens wearers.**
  - Only 32% of two-week wearers are compliant, many stretch their wearing schedules to a full month.¹
  - In contrast, 82% of monthly wearers are compliant.¹

8.3 BASE CURVE

Now PureVision spherical lenses have a new 8.3 base curve in addition to an 8.6 base curve – to expand your fitting options.

LENS DESIGN:

- **Unique anterior aspheric optics** successfully reduce spherical aberration for exceptional visual quality all of the time — even in low-light conditions.

- **Performa™ surface process** creates a clean, smooth, wettable lens surface for exceptional overall and end-of-day comfort.

- **Patented AerGel™ silicone hydrogel material** provides patients with long wearing times and healthy, white eyes. It also allows a natural level of oxygen to reach the eyes, for overnight corneal swelling equivalent to no lens at all.⁵

- **Built to last for an entire month** for healthy contact lens wear and a more intuitive lens-wearing schedule.

New & Improved with a smoother anterior surface and 28% lower modulus for a softer lens.
1. Soak trial lenses in a multi-purpose solution briefly before inserting them to facilitate conversation with your patients about taking care of their lenses.

2. Inform patients what to expect during the first 7 to 14 days. This is a great step for any silicone hydrogel lens.

3. Provide your patients with the PureVision Wearer’s Guide as a supplement to the Patient Information Booklet.

4. Schedule a follow-up appointment for 14+ days (during midpoint of the wear cycle).

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**PARAMETERS:**

<table>
<thead>
<tr>
<th>Material</th>
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<td></td>
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<table>
<thead>
<tr>
<th>Base Curve</th>
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<td>Diameter</td>
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<tr>
<td>Center Thickness</td>
<td>0.09 mm @ -3.00D (varies with power)</td>
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| Powers             | 8.6 mm base curve: |
|--------------------|+6.00D to -12.00D |
|                    | (0.25D steps, 0.50D steps above -6.00D) |
| NEW 8.3 mm base curve: | -0.25D to -6.00D |
|                    | (0.25D steps) |

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<td>Daily wear or up to 30 days of continuous wear</td>
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1. SCH & Associates, December 2004, surveyed 500 consumers – 400 current lens wearers equally representing top four manufacturers plus 100 prospective lens wearers.

2. Results from the 2004 Gallup study of the contact lens market.


4. Results from the 2005 Gallup study of the contact lens market.

5. Results from a series of overnight corneal swelling clinical studies of adapted daily wear soft lens patients. For these investigations, patients wore conventional hydrogel lenses (Dk/t ranged from 24 to 40), 100% silicone elastomer lenses (Dk/t = 200), PureVision spherical lenses, or no lens. A -3.00 lens was used for the overnight corneal swelling lens comparisons. Corneal swelling measurements were made following closed eye conditions for approximately eight hours.

6. Polarographic Method (Boundary Corrected).

7. See Bausch & Lomb return policy for full details.
PATIENT TYPE: ASTIGMATIC

The ideal patient types for PureVision Toric lenses.

- **PATIENT TYPE: Finds it difficult to achieve consistently stable vision.**
  - PureVision Toric lenses are unsurpassed for stability, delivering proven performance for the world’s #1 selling toric design.

- **PATIENT TYPE: Experiences dryness or discomfort over time.**
  - Both current and new toric wearers need excellent comfort at the end of the day.
  - 54% of lens wearers report needing to wear their lenses longer than 15 hours a day.⁴
  - Astigmats also need a toric lens that stays clean and clear.

- **PATIENT TYPE: Those not currently experiencing exceptional vision.**
  - Low astigmats demand crisper vision than spherical lenses provide.
  - As in the general population, astigmats are also adversely affected by spherical aberration.

NEW EXPANDED PARAMETERS

PureVision Toric lenses are proven to deliver better vision than all other toric lenses and are available in the widest range of parameters.⁸

PATENTED LO-TORQUE® LENS DESIGN:

- **Proven prism ballasting geometry** with a 360° comfort chamfer (1) and a balanced vertical thickness profile (2) provide exceptional rotational stability.

- **Unique anterior aspheric optics** (3) and refined optic zones (4) successfully reduce spherical aberration for exceptional visual quality all of the time – especially in low-light conditions.

- **Performa™ surface process** creates a clean, smooth, wettable lens surface for exceptional overall and end-of-day comfort.

- **Patented AerGel™ silicone hydrogel material** provides patients with long wearing times, healthy, white eyes, and oxygen permeability similar to PureVision spherical lenses.

- **Built to last for an entire month** for healthy contact lens wear and a more intuitive lens-wearing schedule.
FITTING TIPS:

1. Excellent first-fit success – When fitting disposable soft toric lenses, the back vertex power will generally be the only parameter that you need to specify.

2. Allow for vertex distance – Convert from spectacle refraction to ocular refraction (at the corneal plane) when determining contact lens back vertex power.

3. Lens stabilization – The lens stabilizes very well, so select the initial lens based on the assumption of no rotation.

4. Monthly replacement – In order to capitalize on the aspheric optics advantages of PureVision Toric lenses, it will take a few days to completely adapt to the silicone hydrogel material. Evaluate the lens performance at the mid-point of the wearing schedule – two weeks instead of one.

Tips adapted from:
• Contact Lens Spectrum: By Richard G. Lindsay, BScOptom, MBA, FAAO (DipCL), FVCO, and FCLSA.

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4 Results from the 2005 Gallup study of the consumer contact lens market.
6 Polarographic Method (Boundary Corrected).
7 See Bausch & Lomb return policy for full details.
MULTI-FOCAL
BAUSCH & LOMB PUREVISION® MULTI-FOCAL CONTACT LENSES

PATIENT TYPES: PRESBYOPTIC

The ideal patient types for PureVision Multi-Focal lenses.

PATIENT TYPE: Current spectacle wearers and emerging presbyopes.

- Of the potential multifocal lens base, 63% are interested spectacle wearers and emerging presbyopes.
- Of 35- to 55-year-old lens wearers, 93% remain committed to lenses as they transition into presbyopia.4

PATIENT TYPE: Presbyopes not in multifocal lenses.

- Traditional monovision and bifocal lens wearers can experience compromised intermediate vision.
- More than half of all presbyopes don’t know that multifocal contact lenses are an option.4

PATIENT TYPE: Those who experience lens dryness or discomfort.

- Presbyopes confront lens dryness issues as their eyes naturally age – increasing their risk of dropout.
- 54% of lens wearers report needing to wear their lenses longer than 15 hours a day.4

LENS DESIGN:

- The wide-intermediate power profile (1) proven successful in Bausch & Lomb SofLens® Multi-Focal lenses provides exceptional intermediate visual quality throughout the crucial 16- to 48-inch range.
- Center-near aspheric design (2) enables smooth transitions for more natural presbyopic correction.
- Rounding-edge profile (3) and a smooth, consistently wettable lens surface deliver exceptional comfort for patients experiencing lens dryness.
- Patented AerGel™ silicone hydrogel material provides patients with long wearing times, healthy, white eyes, and the same oxygen transmissibility as PureVision spherical lenses.9
- Built to last for an entire month for healthy contact lens wear and a more intuitive lens-wearing schedule.

THE ONLY SILICONE HYDROGEL MULTIFOCAL LENS

PureVision Multi-Focal lenses provide exceptional vision and outstanding ocular health for presbyopes.
1. Consider using two low ADDs for those with +1.50 ADD or less and two high ADDs for those with +1.50 ADD or more.
   - Add more minus to dominant eye if distance needs improvement
   - Add more plus to the non-dominant eye if near needs improvement
2. Use “mixed” ADDs as a backup in case of initial rejection.
3. To transfer patient easily from monovision to multifocal, use two low ADDs and over plus the non-dominant eye (about half the amount of the habitual monovision Rx).
4. Allow lens to equilibrate for 10 minutes before evaluating.
5. When evaluating visual quality, focus on the functional range of vision. Take your patients to the waiting room or outside to see how their vision performs in real-world situations.
6. Use a reading card with paragraphs in different font sizes, or use a computer to simulate a patient’s real-world environment. Ask whether they’re experiencing smooth transitions and clarity in the intermediate range.
7. Be patient with the adaptation. Allow your patient to wear their lenses for up to two weeks, and then re-evaluate.
8. Counsel patient to have adequate lighting when reading or doing close work.

Tips adapted from:
- Richard Durocher, OD, Jennifer Smythe, OD, and Rhonda Robinson, OD.

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¹ Results from the 2005 Gallup study of the consumer contact lens market.
² Polargraphic Method (Boundary Corrected).
³ See Bausch & Lomb return policy for full details.
⁴ Adapted daily wear soft lens patients (N=21) wore a PureVision Multi-Focal lens overnight under closed eye conditions for approximately eight hours. Central and peripheral corneal thickness measurements were taken following 24 hours of no wear to establish a baseline and immediately upon opening the eyes following overnight wear. PureVision lenses were worn in the contralateral eye.
PUREVISION® LENSES — VISION WHEN IT MATTERS MOST.

Give your patients lenses that successfully reduce spherical aberration — in the general population, 0.15 microns of positive spherical aberration is typical for a 6.00 mm pupil.3

- Spherical aberration affects visual quality — how well light rays come together on the retina.
- Patients report effects of spherical aberration most in low-light situations — as poor contrast, haze, ghosting, halos, or glare.

PureVision spherical contact lenses use anterior aspheric optics to successfully reduce spherical aberration.

Compared to their previous lenses, PureVision spherical lens wearers report:11

- Better overall vision
- Better low-light vision
- Better vision while driving at night

The majority of PureVision spherical lens patients experience better vision compared to their previous lenses11

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<tr>
<th>Condition</th>
<th>PureVision Better</th>
<th>PureVision Equal</th>
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<tr>
<td>Daylight Vision</td>
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<tr>
<td>Low-light Vision</td>
<td>70%</td>
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<td>Night Driving</td>
<td>69%</td>
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<td>Reduced Halos at Night</td>
<td>72%</td>
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<tr>
<td>Overall Vision</td>
<td>81%</td>
<td>14%</td>
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2 Results from a series of overnight corneal swelling clinical studies of adapted daily wear soft lens patients. For these investigations, patients wore conventional hydrogel lenses (Dk/t ranged from 24 to 40), 100% silicone elastomer lenses (Dk/t = 200), PureVision spherical lenses, or no lens. A -3.00D lens was used for the overnight corneal swelling lens comparisons. Corneal swelling measurements were made following closed eye conditions for approximately eight hours.
PUREVISION® LENSES GIVE YOUR PATIENTS THE OUTSTANDING HEALTH AND COMFORT THEIR LIVES DEMAND.

Innovative Performa™ surface delivers excellent surface wettability.
• Creates an exceptionally smooth and clean lens surface.
• Enhances comfort, while resisting protein and lipid deposits.

Proven AerGel™ silicone hydrogel material maintains ocular health.
• Maintains fluid transport and water retention for healthy, comfortable lens wear.
• Delivers a natural level of oxygen to the cornea and has overnight corneal swelling equivalent to no lens at all.5

The high oxygen level PureVision lenses deliver is equivalent to that which is available in the normal atmosphere. After that level, the amount of oxygen supplied plateaus.

Compared to their previous lenses, PureVision spherical lens wearers report:11
• Equal or better overall comfort at one month of wear.
• Equal or better end-of-day comfort throughout the wearing period.
In fact, because they’re built to last a month, comfort increases over the wearing period.


11 Results from a 2006 study of 178 experienced contact lens wearers switching from hydrogel lenses to PureVision lenses conducted by Strategic Listening®. All vision data represents results at day seven.
INTRODUCING THE VISION CHALLENGE.

To help you educate patients about the benefits of Bausch & Lomb PureVision contact lenses, we’re pleased to provide you with our new Vision Challenge materials – part of a multimillion-dollar, better-vision campaign.

Wall poster
- Demonstrates the vision benefits of PureVision lenses in an everyday situation.
- Motivates patients to learn more about the latest lens technology.

Exam room flashcard
- Demonstrates the significance of improved low-light visual quality.

Counter card display
- Generates interest in PureVision lenses.
- Highlights the online consumer rebate and sweepstakes.

Use these Vision Challenge tools to tell your patients about PureVision lenses. They’ll see the difference. So will you.

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1 Brief summary of intended use: The Bausch & Lomb PureVision, PureVision Toric, and PureVision Multi-Focal (balafilcon A) Visibility Tinted Contact Lenses are indicated for daily wear or extended wear for up to 30 nights between removals. Warnings: The risk of microbial keratitis has been shown to be greater among users of extended wear contact lenses than among users of daily wear contact lenses. The long-term risk of microbial keratitis has not been determined for this lens. Post-marketing studies are in progress. Precautions: Some patients will not be able to tolerate continuous wear even if able to tolerate the same or another lens on a daily wear basis. Some patients who are able to tolerate continuous wear will not be able to wear their lenses continuously for 30 nights. Patients should be carefully evaluated for continuous wear prior to prescription and dispensing, and eye care professionals should conduct early and frequent follow-up examinations to determine ocular response to continuous wear. Side effects: During the one-year US study of the PureVision lens (spherical), 2.5% of the 920 eyes that were fit with the PureVision lens in one eye experienced infiltrative keratitis. Other less serious side effects were mild forms of dryness, discomfort, and burning and stinging. Contraindications: The lens should not be used in the presence of any inflammation, infection, disease or injury in or around the eye or eyelids that interferes with contact lens wear. The lenses should not be used by individuals who have a systemic disease or an allergic condition that might interfere with contact lens wear.