IMPROVING ASTIGMATIC PATIENTS’ VISION

Patients rely on you to deliver the best vision possible. In a recent Gallup survey, prospective lens wearers ranked the opportunity for better vision equal to comfort as the main reason they were interested in wearing contact lenses. Many of today’s toric lenses feature advanced material properties, surface technologies, and innovations in geometric design. At the end of the day, however, astigmatic patients simply want incredible vision. To deliver this core benefit, it’s important to follow these 3 simple rules:

#1 – Fit astigmatic patients in a toric lens. Too many astigmatic patients still wear spherical lenses, compromising visual acuity. A clinical study showed that 88.7% of patients achieved 20/20 vision or better after one month of wearing Bausch & Lomb PureVision® Toric lenses compared to 34.7% achieving 20/20 vision or better in their previous spherical correction. Crisp, clear vision is what patients want.

#2 – Fit them with highly stable, well-centered lenses. Many toric lens designs have been refined to provide extremely stable, clear vision. A well-designed toric lens will also achieve full centration, providing better optical quality. For instance, the Lo-Torque® design of the PureVision Toric lens provides exceptional rotational stability, and is consistently preferred across a variety of stability metrics by eye care practitioners when compared to alternatives like the dual thin zone design.

#3 – Leverage spherical aberration technology. Anterior aspheric optics complement lens stability by focusing on higher order aberration correction, reducing glare and halos, particularly in low light conditions. In a separate comparative study, patients stated PureVision Toric lenses with aspheric design showed significant visual improvements in vision quality over the leading hydrogel toric lens. These results firmly support the value of transitioning astigmatic patients to a lens with aspheric lens technology.

Here are the facts about what the lens offers:

- Crisp, clear vision with aspheric optics, designed to reduce spherical aberration across all powers and to deliver high-quality vision – especially in low-light conditions.

- Outstanding all-day comfort - Reduced mass design and non-ionic hialuron B lens material reduce lens-lid interaction and inhibit deposits. Unique lens storage solution envelops lenses in a cushion of moisture.

- Easy handling in a convenient lens pack with easy-to-grip tab and tear-away label. And it’s patient-preferred for ease of insertion and removal.

Eye care professionals reported 99% of patients were an easy fit. No additional chair time is necessary – posterior geometry is identical to SofLens one day lenses.
BRINGING PRESBYOPESES TO YOUR PRACTICE
The right opportunity for you.

Key facts you should know about the presbyopic market:

- 75 million baby boomers are becoming presbyopic
- 3 out of 5 presbyopes don’t know that Multi-Focal lenses are an option
- 74% of contact lens wearers
- 61% of spectacle wearers are interested in trying Multi-Focals
- 59% of eye care professionals said fitting more presbyopes is the best way to grow their lens business

Bausch & Lomb recently launched a new Multi-Focal commercial on your patients’ favorite cable channels – which means they’ll be turning to you for the exceptional vision of our #1 selling Multi-Focal lens design.

The right tools to meet this demand.

We’ve made it easy for you to leverage the same information and resources that have helped many eye care practitioners become very successful specialty lens fitters. Go to www.presbyopesinyourpractice.com today for tools and information you need to become an expert Multi-Focal contact lens fitter and grow your business.

- Lens fitting assistant
- Fitting tips
- Practitioner videos
- Practice management tools
- Case studies and articles from other eye care professionals

SPRING ALLERGY SEASON IS COMING – ARE YOU READY?

ALREX® Ophthalmic Suspension is indicated for the temporary relief of the signs and symptoms of seasonal allergic conjunctivitis. Please see full prescribing information here.

While combination antihistamine/mast cell stabilizer products primarily address early phase mediators, ALREX® (loteprednol etabonate ophthalmic suspension 0.2%) provides comprehensive coverage of the complete inflammatory cascade.9

Despite the fact that ALREX provides corticosteroid strength to fight the entire allergic cascade, ALREX has a favorable long-term safety profile.10 A retrospective multicenter study analyzed 159 patients using ALREX continuously without adverse effects for more than one year. Of these patients, 84 were treated for at least two years while 22 were treated for at least three years.

In this study, there were no significant changes (>5 mm Hg) in IOP from baseline, and no patient developed a new posterior subcapsular cataract or significant worsening of a previously existing cataract.

As with other ophthalmic corticosteroids, ALREX is contraindicated in most viral diseases of the cornea and conjunctiva, and in mycobacterial and fungal diseases of the eye. Prolonged use of the corticosteroids may result in secondary glaucoma, cataract formation, and secondary ocular infections following suppression of the host immune response and/or perforation of the globe. The most common adverse events in patients treated with ALREX were abnormal vision, blurring, burning, chemosis, discharge, dry eyes, epiphora, foreign body sensation, itching, and photophobia. Non-ocular adverse reactions include headache, rhinitis, and pharyngitis.

>continued on next page
>Spring Allergy continued from previous page

Treat it right from the start with ALREX – the treatment that provides coverage without compromise.

INFLAMMATORY MARKERS:

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<th>EARLY PHASE (appears 20 minutes after exposure, lasts 1 to 2 hours)**</th>
<th>ALREX</th>
<th>Pataday®</th>
<th>Optivar®</th>
<th>Zaditor®</th>
<th>Elestat®</th>
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FOOTNOTES

1 Gallup 2006 survey of prospective lens wearers.
2 Clinical evaluation conducted at 117 sites in 8 different countries. 152 spherical contact lens wearers were refitted in the Bausch & Lomb PureVision Toric lens. Data on file Bausch & Lomb.
3 A quantitative survey conducted among 95 optometrists. On average, respondents have been in practice for 14 years, and fit 21 toric patients per week. For a variety of factors, doctors were asked to indicate a preference for PureVision Toric, Acuvue Advance for Astigmatism, or no preference. Data on file Bausch & Lomb.
5 Forty subjects participated in an evaluation of spherical aberration with SofLens daily disposable contact lenses. Subjects were dilated to achieve a minimum of 6 mm pupil diameter. Baseline spherical aberration was measured using a Zywave™ aberrometer. SofLens daily disposable contact lenses (-1.00D and -5.00D) were inserted, and the measurement of spherical aberration was repeated. Wavefront aberration maps and simulated retinal images were generated using Vision Optics Laboratory software. The letter represents a 20/80 letter size viewed through a 6 mm pupil and an eye with no other aberration except for spherical aberration.
6 Bausch & Lomb Clinical Research Report (data on file). A total of 84 adapted contact lens patients participated in a 4-week, cross-over clinical investigation of SofLens daily disposable and SofLens one day contact lenses. Patients were instructed to wear the lenses on a daily wear, daily disposable basis. At the completion of the study, patients completed a product attribute rating and a forced-choice preference questionnaire.
11 Zenith Study fielded in June 2007 among 71 eye care practitioners and 2,314 patients. ACUVUE Advance for Astigmatism, Proclear Toric, Frequency 55 Toric and BioMedics Toric lens wearers were fit in PureVision Toric contact lenses for 2 weeks. Data on file Bausch & Lomb.
12 Data on file Bausch & Lomb.

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