

# Are your patients satisfied with their lens-wearing experience?

- Do they get consistently clear vision, to perform at their best, even in low-light conditions?
- Do they need clearer near and intermediate vision with multifocal contact lenses?
- Do their lenses feel comfortable from insertion until the end of day?

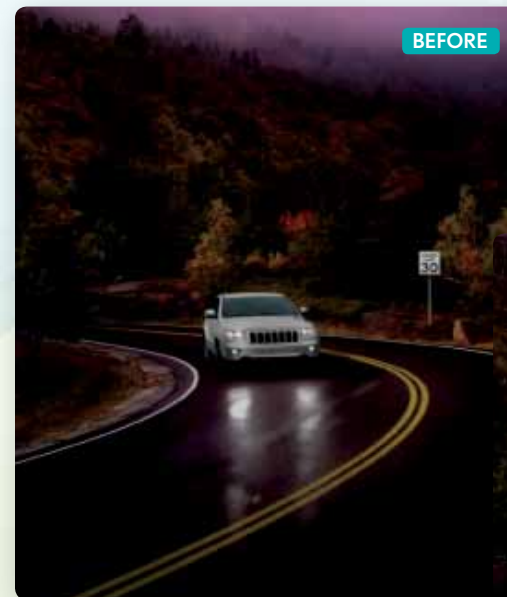


**Give your patients the vision they deserve and the lasting comfort they want.**

# There's a real desire

- Patients are looking for more when it comes to their vision<sup>1</sup>, yet many do not mention it to their eye care practitioner
- Spherical aberration can be a barrier to high-quality vision and can result in blur, halos, and glare, especially in low light

PureVision<sup>®</sup> 2 HD and PureVision<sup>®</sup> 2 HD For Astigmatism monthly contact lenses feature HD Optics to reduce spherical aberration which can be a barrier to high-quality vision



◀ **Low-light vision with halos and glare**

+0.15  $\mu\text{m}$  of spherical aberration<sup>2</sup>



**Corrected low-light vision with reduced halos and glare** ▶

+0.00  $\mu\text{m}$  of spherical aberration<sup>2</sup>

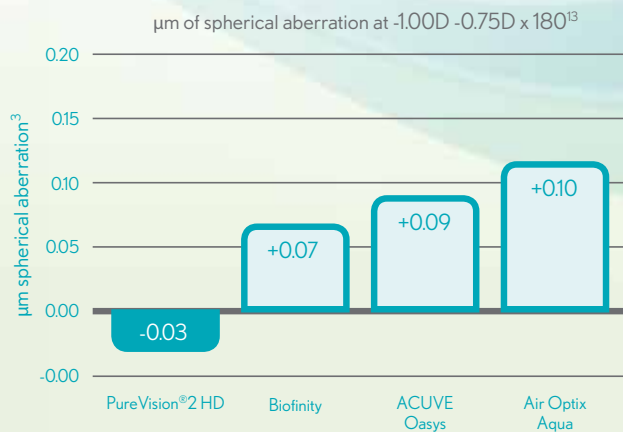
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# for better vision

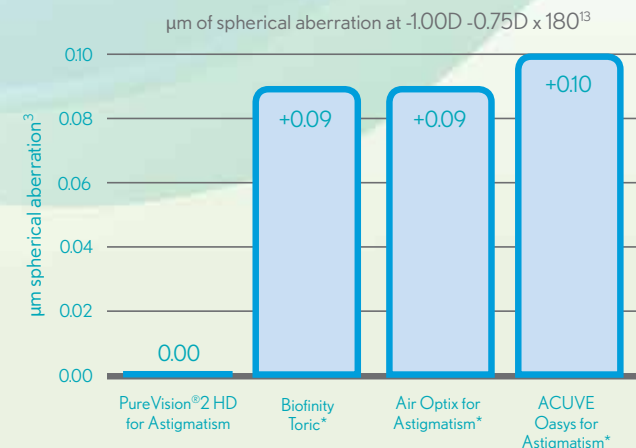
## High patient satisfaction from incredible vision

- **97%** of patients who wear PureVision 2 HD lenses says they are satisfied with them<sup>3</sup>
- **77%** of wearers agree PureVision 2 HD lenses reduce halos and glare, even in low light<sup>4</sup>
- **90%** of new contact lens wearers rated their vision quality with PureVision2 HD For Astigmatism good or excellent<sup>5</sup>
- **91%** of existing lens wearers rated their vision quality with PureVision2 HD For Astigmatism rather better or far better compared to their habitual lenses<sup>5</sup>

## DESIGNED TO REDUCE SPHERICAL ABERRATION LIKE NO COMPETITIVE MONTHLY SPHERICAL LENS



## DESIGNED TO REDUCE SPHERICAL ABERRATION LIKE NO COMPETITIVE TORIC LENS



\* Statistically significant when -1.00D -0.75 x 180 is compared to PureVision® 2 HD For Astigmatism

**Give your patients the vision they deserve and the lasting comfort they want.**

# And now, a complete lens family for your patients vision needs

## NEW PureVision<sup>®</sup>2 for Presbyopia lenses provide clarity where it counts—in the real world.

Designed for better vision without compromised distance vision<sup>1</sup>

Designed to achieve a successful first fit

- More predictable add across the range of powers<sup>1</sup>
- Accurate power at every power<sup>1</sup>

90% of eye care professionals agree that PureVision<sup>®</sup>2 for Presbyopia lenses are easier to fit than other multifocal contact lenses.<sup>2</sup>

NEW



Designed for improved vision<sup>1</sup> and predictable fitting<sup>1</sup> for more effective patient management



Give your patients the vision they deserve and the lasting comfort they want.



**BAUSCH + LOMB**  
See better. Live better.

# The PureVision2 HD family of contact lenses together with Biotrue<sup>®</sup> multi-purpose solution are reinventing the lens-wearing experience

## What this means

- Biotrue helps keep PureVision 2 HD contact lenses moist for up to 20 hours<sup>12</sup>
- **94%** of PureVision2 HD wearers say Biotrue keeps their lenses moist and comfortable<sup>6</sup>
- **91%** of PureVision2 HD wearers are more likely to recommend their eye care professional after having Biotrue recommended to them<sup>6</sup>

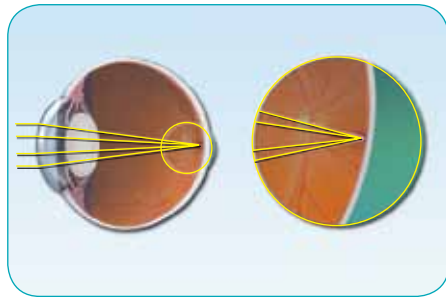


**Give your patients the vision they deserve and the lasting comfort they want.**



# Crisp, clear vision now meets long-lasting comfort.

Biotrue® multi-purpose solution helps keep PureVision®2 HD lenses moist for up to 20 hours<sup>7</sup>



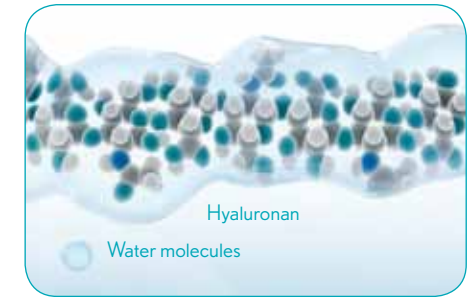
PureVision 2 HD lenses control the spherical aberration, offering incredible vision quality



Surfactants within the lens packaging solution and Biotrue are made up of hydrophilic and hydrophobic groups

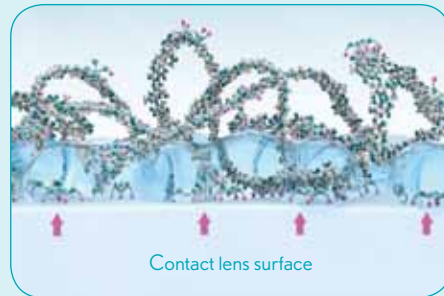


Hydrophobic groups are attracted to hydrophobic areas on the lens<sup>8,9</sup> while hydrophilic groups attract moisture



Hyaluronan, a lubricant found in healthy tears and Biotrue, coats the lens to boost hydration<sup>10</sup>

**The Result: The hydrating matrix that envelops PureVision2 HD lenses enhances lens wettability to bring High Definition™ Optics to its best.**



Wetting agents and Hyaluronan are continuously released for up to 20 hours<sup>7,11</sup> to help deliver long-lasting comfort.

Contact your Bausch + Lomb Sales Representative/Professional Relations Consultant or call:

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**1** U.S. results (n=1,000) from a global survey across 7 countries, 3,800 vision-corrected consumers age 15-65. Consumers provided incidence of symptoms (dryness, sensitivity, etc.), how impactful, when experienced, and benefits of product features most likely to motivate consumers when it comes to eye health/vision correction products. **2** Distance images represent simulated retinal images. These simulated retinal images were created using Visual Optics Lab (Sarver and Associates, Inc., Carbondale, Illinois), and represent viewing the car at a distance of approximately 200 feet over a 6 mm pupil. The image on the left represents the effects of +0.15 microns of spherical aberration. **3** Results from a multi-site study of PureVision 2 HD wearers. 201 wearers completed an online survey regarding lens performance, 165 have worn other lenses. Consumers rated the extent to which they agreed or disagreed with performance attributes that used a 6-point scale (1 = strongly disagree and 6 = strongly agree). **4** Results from a 21-investigator, multi-site cross-over study of PureVision 2 HD and PureVision lenses. After 7 days of daily wear, subjects completed an online survey regarding lens performance. A total of 339 experienced silicone hydrogel wearers completed the survey. Consumers rated the extent to which they agreed or disagreed with performance attributes that used a 6-point scale (1 = strongly disagree and 6 = strongly agree). Consumers also rated it against their habitual lenses. **5** Results from a 20-investigator, multi-site cross-over study of PureVision 2 HD For Astigmatism and PureVision Toric lenses. A total of 292 subjects completed the study. After 7 days of wear for each lens, subjects completed an online survey regarding lens performance. Consumers rated performance (excellent, very good, good, fair, poor). At the final visit, investigators rated the extent to which they agreed or disagreed with performance attributes also using a 6-point scale. **6** ECP Challenge, 2012. A total of 600 eye care practitioners asked patients to use Biotrue for at least four days resulting in 109 self-identified PureVision2 wearers completing an online survey. **7** Scheuer CA, Doty K, Liranzo T, Burke SE. Wetting agent retention and release from hydrogel and silicone hydrogel contact lenses. Invest Ophthalmol Vis Sci 2011; 52:E-Abstract 6487. **8** Tonge S, Jones L, Goodall S, Tighe B. The ex vivo wettability of soft contact lenses. Curr Eye Res, Jul 2001; 23(1):51-59. **9** Rosen MJ. Reduction of surface and interfacial tension by surfactants. Surfactants and interfacial phenomena; John Wiley & Sons, Inc; 1978:207-239. **10** Wygladacz KA, Hook DJ, Merchea M, Maziarz EP. Visualization of Hyaluronic Acid Contact Lens Surface Coverage Using DIC and Confocal Imaging. CLAO 2012 Abstract. **11** Scheuer CA, Fridman KM, Barniak VL, Burke SE, Venkatesh S. Retention of conditioning agent Hyaluronan on hydrogel contact lenses. Contact Lens Anterior Eye 2010; 33S2-S6. **12** Results of a US in vitro study performed to evaluate the release of wetting agents from various silicone hydrogel lens materials over a period of 20 hours. **13** Five (5) lenses each of PureVision2 HD for Astigmatism, Biofinity Toric, Air Optix for Astigmatism and ACUVUE Oasys for Astigmatism of powers -1.00D -0.75D x 180 and -5.00D -0.75D x 180 were measured on the SHS inspect ophthalmic instruments from Optocraft GMBH over a 6 mm aperture size. Lenses were immersed during measurement in a cuvette filled with buffered saline. The average values were offset by +0.15 : m of spherical aberration (population average: thibos LN et al. J. Opt Soc AM A 2002;19:2329-2348).



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