

EVER DEMANDING TORIC WEARERS ARE ASKING FOR PRODUCT ENHANCEMENTS SO THEY CAN IMPROVE THEIR LENS WEAR EXPERIENCE¹

SYMPTOMS MOST OFTEN EXPERIENCED BY TORIC LENS WEARERS INCLUDE:^{*1}

	How often experienced?	How troublesome?
BLURRY OR HAZY VISION	47%	44%
FLUCTUATING VISION	37%	33%
DISTORTED VISION	32%	36%
GLARE OR HALOS IN LOW-LIGHT CONDITIONS	32%	29%

NOW, YOU CAN GIVE THEM CONSISTENTLY CRISP, CLEAR VISION THROUGHOUT THE DAY



^{*}While wearing their toric lenses n=201

THREE BREAKTHROUGH TECHNOLOGIES WORKING AS ONE TO DELIVER INCREDIBLY CRISP, CLEAR VISION - ALL DAY, EVERY DAY



PERFECTING A LENS DESIGN



Objective: develop a breakthrough toric design utilising our expertise:

- The eye's anatomy
- Eyelid mechanics
- Blink/eye dynamics

AUTOALIGN DESIGN™

- Optimised Ballasting
- Large Lens Diameter
- Large Optic Zone

Minimises lens rotation and provides outstanding stability and vision

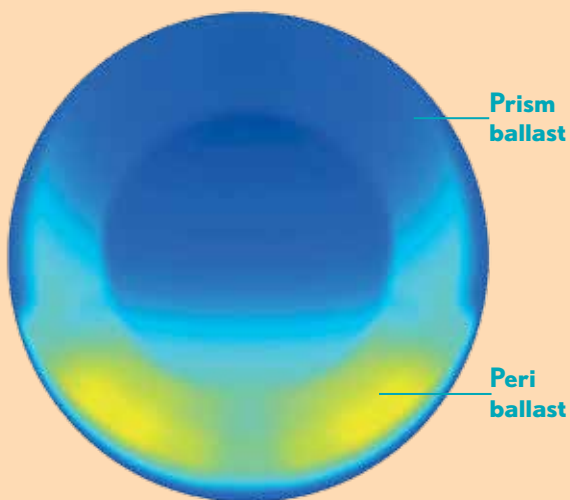


AUTOALIGN DESIGN™ SATISFIES A NEED FOR AMAZING STABILITY

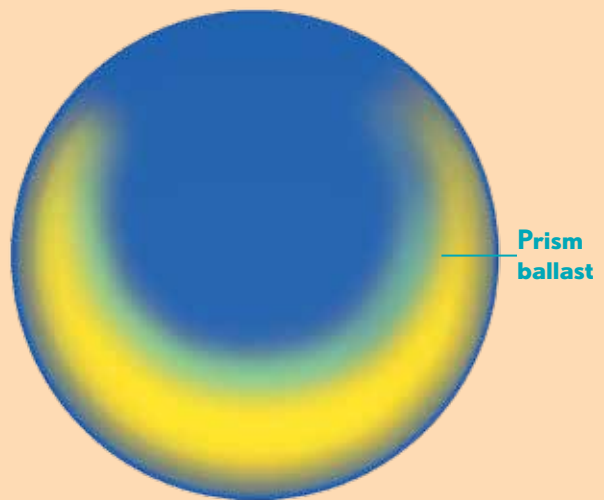
Optimised Ballasting

- Excellent orientation for consistent vision

PUREVISION® TORIC BALLASTING



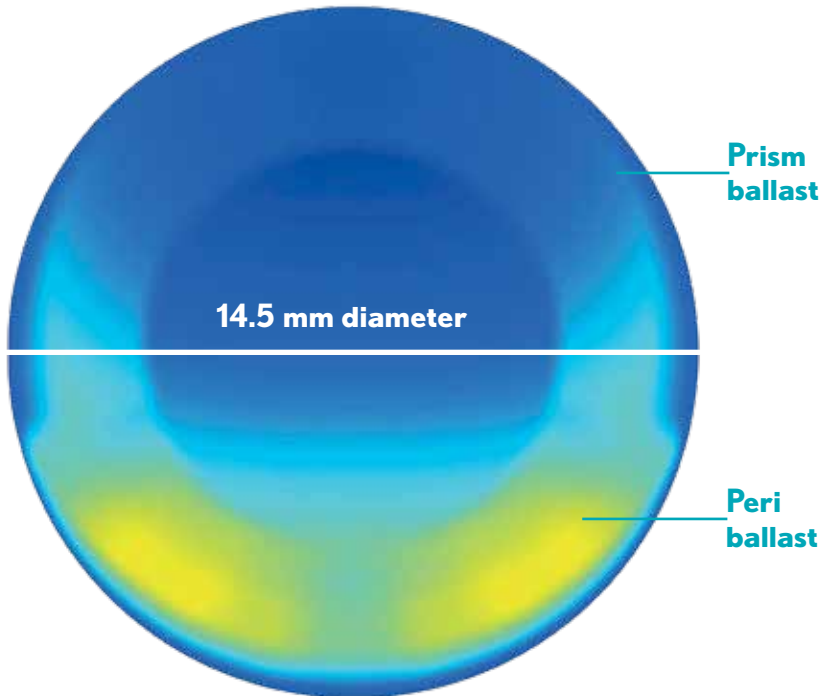
PUREVISION®2 HD FOR ASTIGMATISM



PUREVISION® TORIC



AUTOALIGN DESIGN™ SATISFIES A NEED



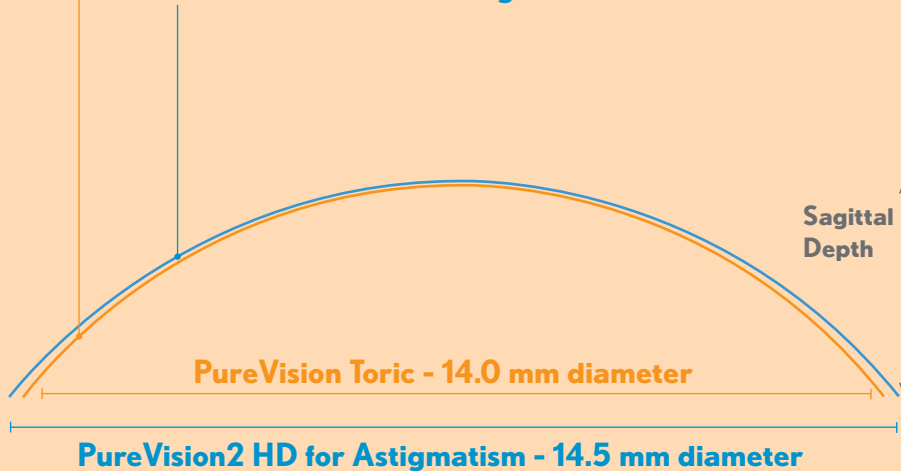
Large Lens Diameter

- Improved centration for outstanding acuity

Fit Profile

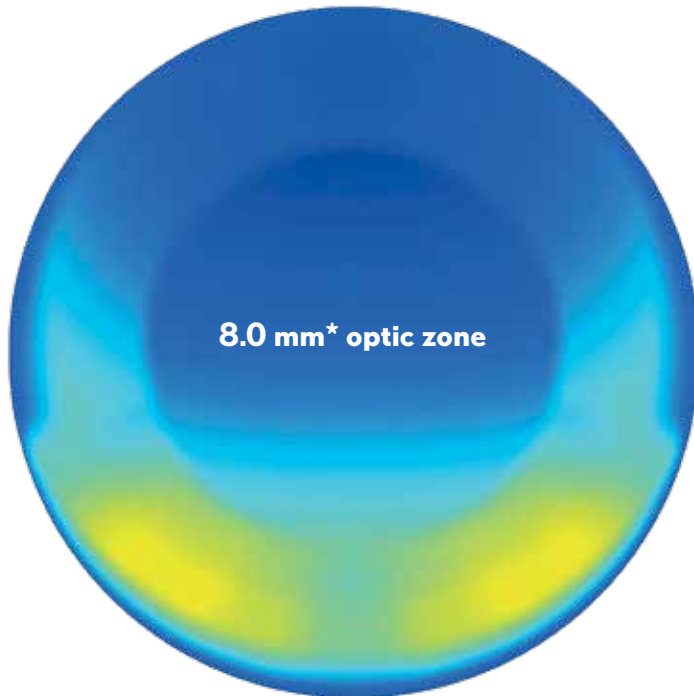
PureVision® Toric - 8.7 mm base curve

PureVision® 2 HD for Astigmatism - 8.9 mm base curve



- Similar sagittal depth as PureVision Toric
- Eye Care Professionals agree 98% of the time that PureVision2 HD for Astigmatism fits right the first time²

FOR AMAZING STABILITY



*Measurement at center -3.00D -1.25 x 180

Large Optic Zone

- Delivers crisp, clear vision in varied lighting conditions

- Eye Care Professionals agree **97%** of the time that PureVision2 HD for Astigmatism contact lenses deliver **excellent stability**²

- Eye Care Professionals agree **89%** of the time that PureVision2 HD for Astigmatism delivers **consistently clear vision at all times**²

- Eye Care Professionals agree **98%** of the time that PureVision2 HD for Astigmatism **fits right the first time**²

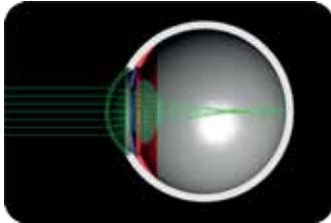
DO YOU HAVE ANY QUESTIONS ON THE AUTO ALIGN DESIGN™?



HIGH DEFINITION™ OPTICS - INCREDIBLE VISION AND HELPS REDUCE HALOS AND GLARE

THE ONLY SILICONE HYDROGEL TORIC CONTACT LENS TO CONTROL SPHERICAL ABERRATION IN BOTH THE SPHERE AND CYLINDER MERIDIANS OF THE LENS

These eye models with ray traces were created using a Computer Aided Design software for visualisation purposes only



The image represents a myopic eye where light rays focused in front of the retina



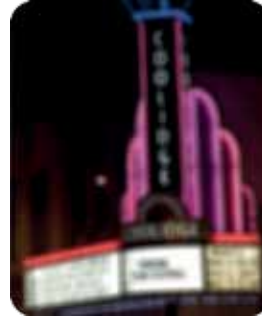
Defocus



+0.15 μm of spherical aberration @ 6mm

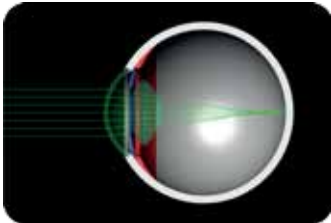


HD Optics



These simulated retinal images were created using Visual Optics Lab (Sarver and Associates, Inc., Carbondale, Illinois), and represents viewing the word sign at a distance of approximately 200 feet over a 6 mm pupil

The image represents the effects of -0.50D spherical error and +0.15 μm of spherical aberration



The image represents the effects of spherical aberration where light rays entering the centre of the eye converge onto a different location than the light rays coming in from the periphery of the eye



Defocus



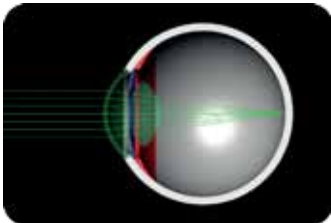
+0.15 μm of spherical aberration @ 6mm



HD Optics



The image represents the effects of +0.15 μm of spherical aberration (population average: Thibos LN, et al. / Opt Soc Am A. 2002; 19:2329-2348)



The image represents the absence of any aberration where the light rays are converged onto one single point



Defocus



+0.15 μm of spherical aberration @ 6mm

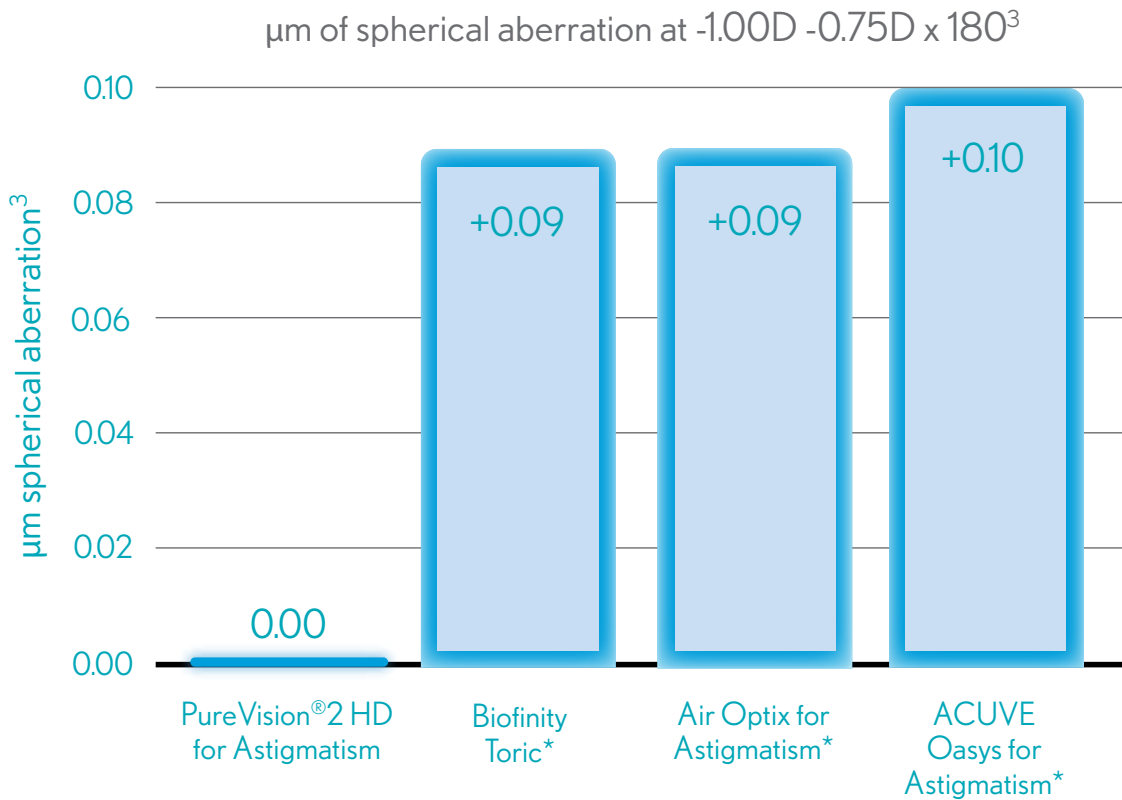


HD Optics



The image represents the retinal image in the absence of any aberrations

DESIGNED TO REDUCE SPHERICAL ABERRATION LIKE NO COMPETITIVE TORIC LENS



* Statistically significant when $-1.00\text{D} -0.75 \times 180$ is compared to PureVision[®] 2 HD For Astigmatism

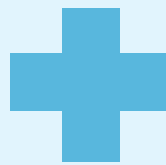
- **87%** of patients rate overall vision good to excellent while wearing PureVision2 HD for Astigmatism contact lenses²
- **80%** of patients agree PureVision2 HD for Astigmatism reduces halos and glare, even in low light²
- **71%** of patients agree PureVision2 HD for Astigmatism delivers superior vision²

WOULD YOU OFFER YOUR PATIENTS HIGH DEFINITION™ OPTICS?

ComfortMoist™ TECHNOLOGY

Feature: Thin lens design

Benefit: Provides a remarkably natural feel and supports wearing comfort throughout the day

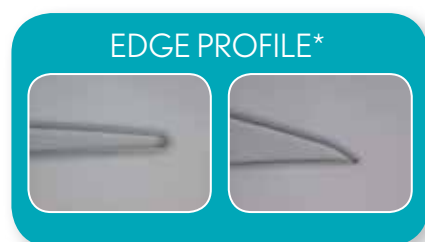


Feature: Moisture-rich packaging solution

Benefit: Supports wearing comfort upon insertion

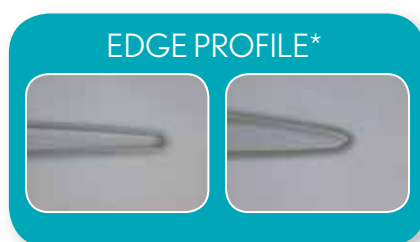
BLE COMFORT

With a thin, rounded edge, PureVision[®]2 HD for Astigmatism contact lenses enable a smooth, gentle transition from lens to conjunctival tissue for comfort throughout the day



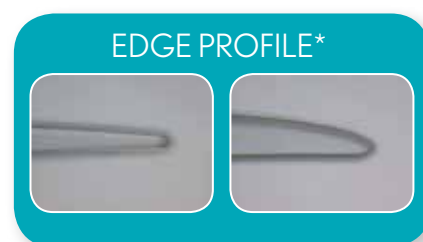
PureVision2 HD
for Astigmatism

ACUVE Oasys
for Astigmatism



PureVision2 HD
for Astigmatism

Biofinity Toric



PureVision2 HD
for Astigmatism

Air Optix
for Astigmatism



PureVision2 HD for Astigmatism

PureVision Toric

- **83%** of patients **positively rate overall comfort** when wearing PureVision2 HD for Astigmatism contact lenses²
- Eye Care Professionals report **9 out of 10** patients experience **exceptional comfort upon insertion**²

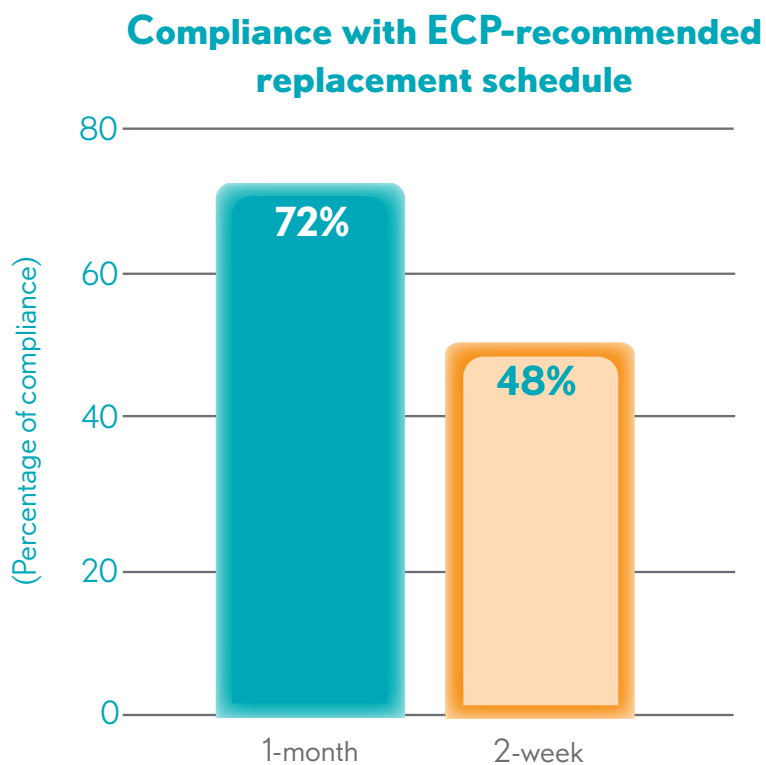
*Horizontal cross-section of -3.00D -1.25 x 180 lenses obtained using a Nikon Video Microscope with 20x magnification

DESIGNED FOR REMARKABLE EYE HEALTH

With a Dk/t of 91,* PureVision®2 HD for Astigmatism contact lenses help ensure your patients get the oxygen they need for healthy eyes

- Eye Care Professionals agree **96%** of the time that PureVision2 HD for Astigmatism contact lenses help maintain healthy eyes²

* -3.00D -1.25 x 180. Based on boundary and edge corrected Dk



Patients who replace their lenses monthly are more likely to be compliant than those who replace their lenses every two weeks⁴

Significantly fewer contact lens-related problems are reported by those patients who are compliant with their ECP-recommended replacement frequency⁴

PureVision®2 HD for Astigmatism is indicated for daily wear or up to 30 days continuous wear

THREE BREAKTHROUGH TECHNOLOGIES WORKING AS ONE TO DELIVER INCREDIBLY CRISP, CLEAR VISION - ALL DAY, EVERY DAY




Auto Align Design™ – delivers outstanding stability for consistently crisp, clear vision

High Definition™ Optics – designed to reduce spherical aberration across both the cylinder and sphere meridians of the lens for incredible vision

ComfortMoist™ – improves comfort on insertion and throughout the day

HOW MANY PATIENTS WOULD YOU TRIAL THIS LENS ON?

PUREVISION® 2 HD FOR ASTIGMATISM PARAMETERS

Material:	balafilcon A (silicone hydrogel)
Water content:	36%
Oxygen transmissibility:*	91 Dk/t** (97% oxygen flux for open eye)
Optics technology:	Aspheric optics
Base curve:	8.9 mm
Diameter:	14.5 mm
Optic zone:	8.0 mm
Center thickness:	0.10 mm
Powers:	Launch powers: Plano to -6.00D (0.25D steps) -0.75D, 1.25D, -1.75D During 2012: +6.00D to -9.00D (0.50D steps above -6.00D) -2.25D cyl
Axis:	10° to 180° in 10° steps
Visibility tint:	Light blue
Replacement schedule:	Monthly
Modality:	Daily wear or up to 30 days continuous wear
Orientation mark:	

OUTSTANDING PERFORMANCE BY DESIGN

PUREVISION® TORIC VS. PUREVISION2 HD FOR ASTIGMATISM

Oxygen transmissibility:*	91 Dk/t**	91 Dk/t**
Base curve:	8.7 mm	8.9 mm
Diameter:	14.0 mm	14.5 mm
Center thickness:*	0.10 mm	0.10 mm
Ballasting mechanism:*	Lo-Torque® Design (Prism)	Auto Align Design™ (Prism + Peri)
Ballasting thickness:*	0.345	0.300
Edge thickness:	0.089	0.050
Packaging solution:	Buffer Saline	Buffer Saline with Poloxamine

* Measurement at center -3.00D -1.25 x 180

** Based on boundary and edge corrected Dk

ALSO AVAILABLE: PUREVISION® 2 HD CONTACT LENSES

- Crisp, clear vision, especially in low light with High Definition™ Optics
- Comfort upon insertion with ComfortMoist™ technology
- Bright healthy eyes thanks to exceptional breathability
- Exceptional ease of handling with our thin lens design



RECOMMEND BIOTRUE® MULTI-PURPOSE SOLUTION WHICH HELPS KEEP LENSES MOIST FOR UP TO 20 HOURS⁵



Biotrue is the first multi-purpose solution for contact lenses inspired by the biology of the eye.™ It was developed following intensive study on how the eye works naturally to clean, hydrate and keep itself healthy and brings together three bio-inspired innovations:

- Matches the pH of healthy tears
- Utilises a lubricant found naturally in tears
- Keeps certain beneficial tear proteins active

REFERENCES

1. Based on a survey of 201 toric contact lens patients: Consumer Toric Needs Study Millward Brown, December 2010. The following questions were asked: Q6) How often do you experience each of the following while wearing your toric contact lenses? Qualifiers/response: Regularly, Occasionally, Rarely, Never Q7) Please tell us how troublesome is each of the following to you? Qualifiers/response: Very troublesome, somewhat troublesome, not very troublesome, not at all troublesome.
2. 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. Consumer rated performance attributes using a 6-point scale (1=strong disagree and 6= strong agree) and using a 5-point scale (excellent, very good, good, fair, poor). At the final visit, investigators rated the extent to which they are agreed or disagreed with performance attributes also using a 6-point scale.
3. 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 μ m of spherical aberration (population average: thibos LN et al. J. Opt Soc AM A 2002 19:2329-2348).
4. Dumbleton, et al. Compliance with Contact Lens Replacement in Canada and the United States, Optometry and Vision Science, Vol. 87 No. 2, February 2010.
5. 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.

BAUSCH + LOMB
See better. Live better.