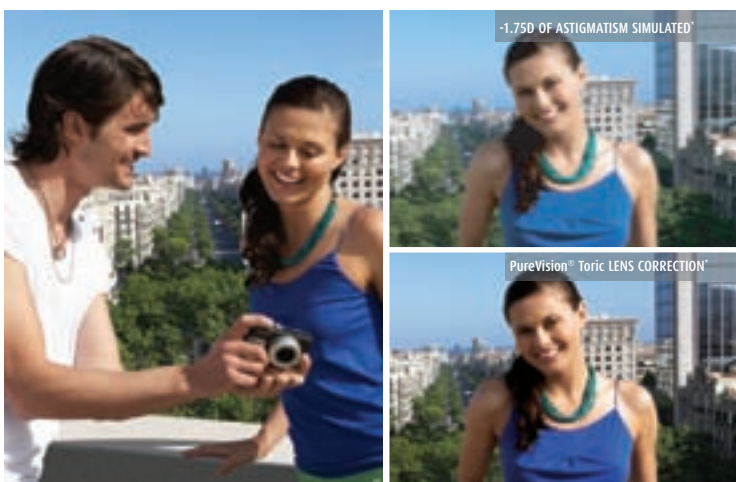


Upgrade your patients in High Definition Vision



The key to success when upgrading hydrogel wearers into Silicone Hydrogel lenses

PureVision® Toric Contact Lenses



PureVision® Multi-Focal Contact Lenses



* Simulated retinal image

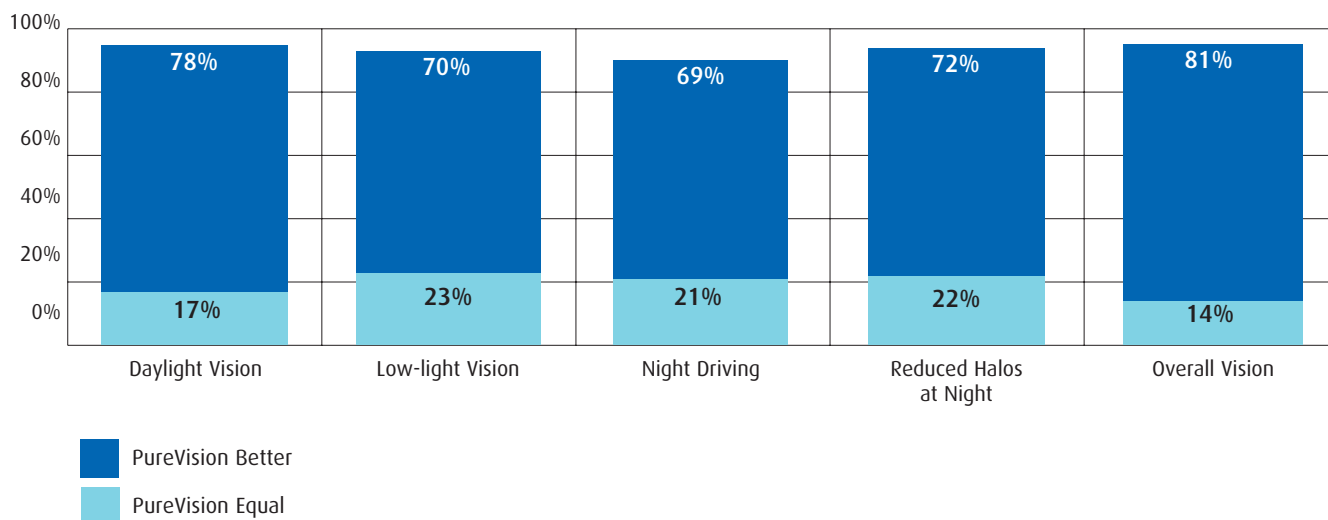
Upgrade your single vision patients to High Definition Vision



Lens wearers upgrading from hydrogel to PureVision® prefer the overall vision offered by the aspheric optics.¹

Single vision patients kept a diary of their experience wearing PureVision® lenses, and compared to their previous lenses, the majority reported:

- Better daylight vision
- Better low-light vision
- Better night vision

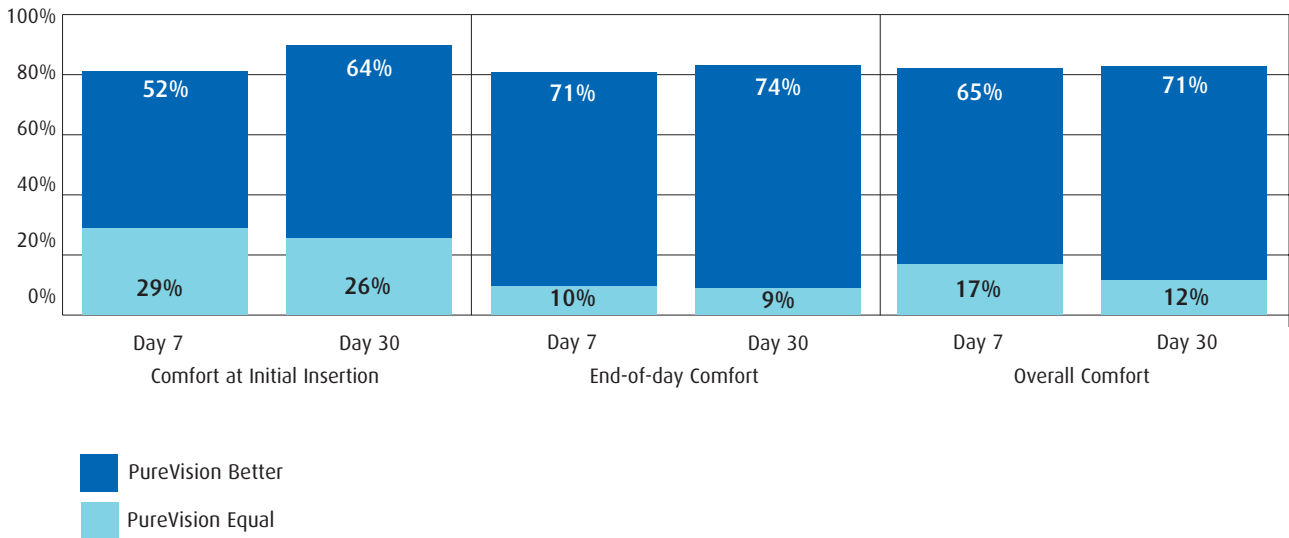


* Simulated retinal image

Upgrade your hydrogel wearers to better end of day comfort.

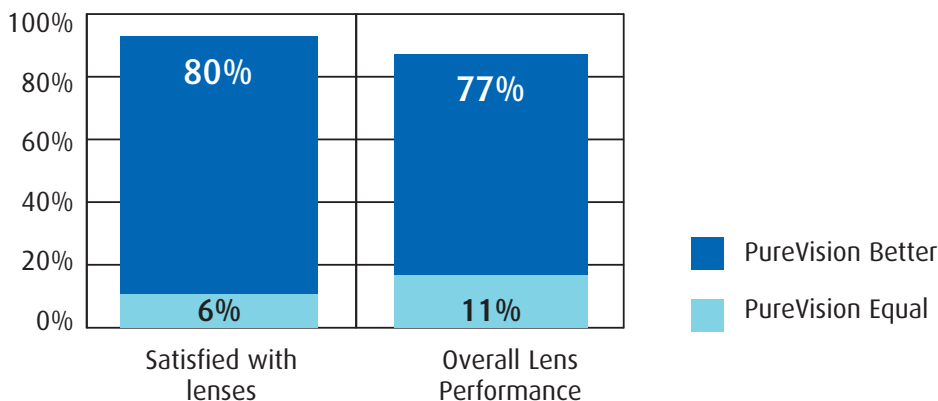
In a 2006 study of 178 experienced contact lens wearers switching from hydrogel lenses to Bausch & Lomb PureVision (balafilcon A) contact lenses, subjects reported:¹

- Equal or better overall comfort at one month of wear (83% reported)
- Equal or better end-of-day comfort throughout the wearing period (83% reported)



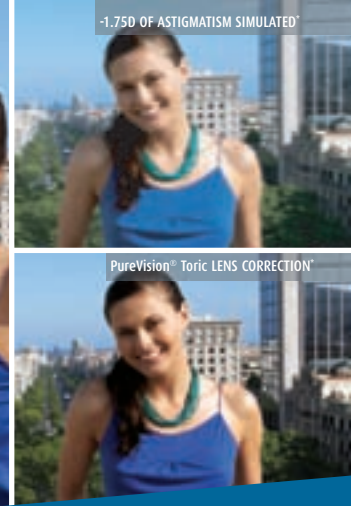
PureVision® patient preferred for Overall Performance when upgrading from hydrogel lenses¹

- After just 7 days of wear, 80% of respondents reported greater satisfaction with PureVision lenses than with their previous lenses.
- 77% perceived the overall lens performance of the PureVision lenses superior to their previous lenses.¹



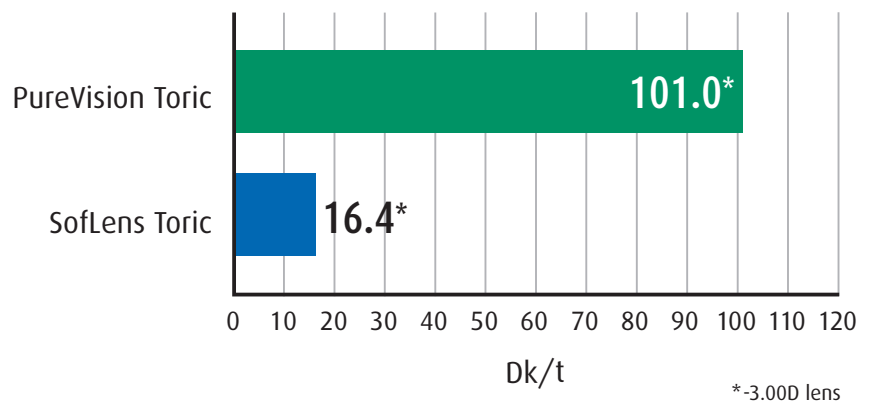
1. Results from a 2006 study of 178 experienced contact lens wearers switching from hydrogel lenses to PureVision lenses. Conducted by Strategic Listening Inc.

Upgrade your astigmatic patients to High Definition Vision



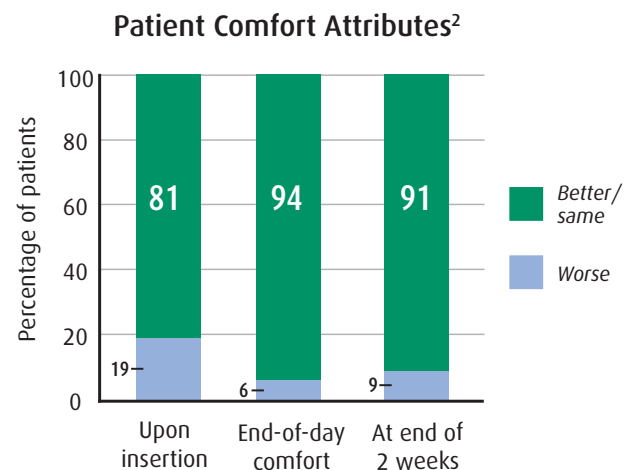
Upgrade to PureVision® Toric— All of the preferred features of SofLens® Toric and more 9 out of 10 patients preferred PureVision® Toric over SofLens® Toric Upgrade to AerGel™ Material for proven ocular health.

- AerGel material provides a natural level of oxygen to the cornea while balancing fluid transport and water retention for healthy, comfortable lens wear
- PureVision Toric provides greater oxygen transmission for healthier, whiter eyes compared to SofLens Toric



Upgrade to the innovative Performa™ Surface that delivers a consistently wettable surface.

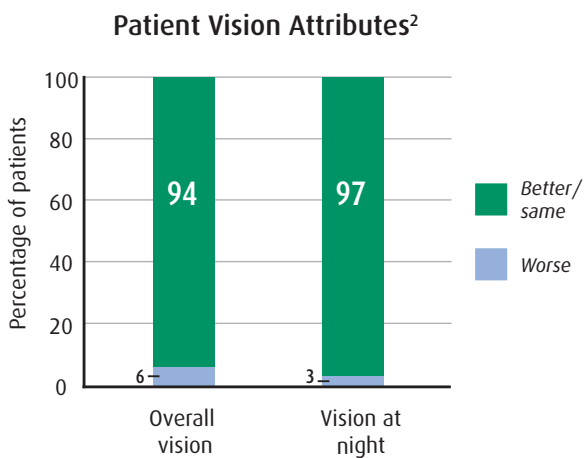
- Performa surface creates a consistently wettable surface, which provides outstanding comfort while resisting lipid and protein deposits
- End-of-day comfort of PureVision Toric was rated as better or the same by 94% of prior SofLens Toric patients²



* Simulated retinal image

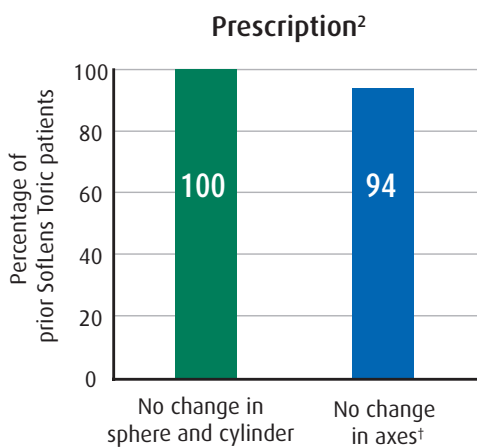
The same Advanced Lo-Torque™ Design for the excellent stability and acuity you've come to trust.

- Prism ballasting geometry with 360° comfort chamfer, refined optic zone, and balanced vertical thickness profile offer excellent axis stabilization
- Advanced Aspheric optics technology for exceptional visual quality
- PureVision Toric provided crisp, clear vision that was rated better or the same by 94% of prior SofLens Toric patients²



The same easy fit for seamless upgrades.

- 100% of prior SofLens Toric patients fit with PureVision Toric lenses had the same sphere and cylinder when upgraded
- 94% of prior SofLens Toric patients fit with PureVision Toric lenses needed no change in their axes when upgraded²



[†]10° when it did move

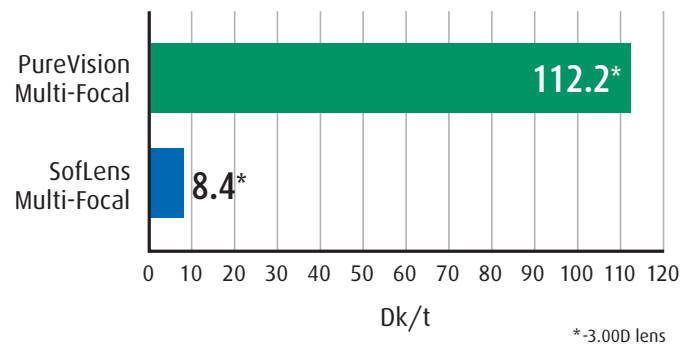
2. Study of 220 adapted SofLens Toric contact lens patients converted to PureVision Toric lenses. Performance attributes and preference completed by both eye care professionals and patients after two weeks. Study conducted by Bausch & Lomb

Upgrade your presbyopic patients to High Definition Vision



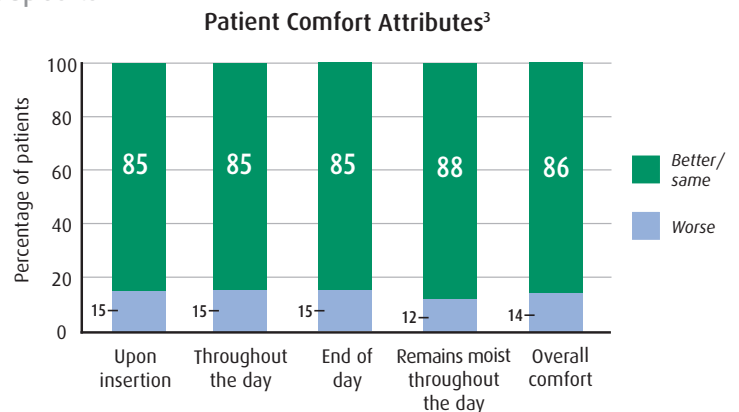
Upgrade to PureVision® Multi-Focal - All of the preferred features of SofLens® Multi-Focal and more. Upgrade to AerGel™ Material for proven ocular health.

- AerGel™ material provides a natural level of oxygen to the cornea while balancing fluid transport and water retention for healthy, comfortable lens wear
- PureVision Multi-Focal lenses allow more oxygen transmission for healthier, whiter eyes compared to SoftLens Multi-Focal
- 68% of previous SoftLens Multi-Focal patients seeing an improvement in eye health and 72% in whiteness of the eyes in as little as two weeks³



Upgrade to the innovative Performa™ Surface that delivers a consistently wettable surface.

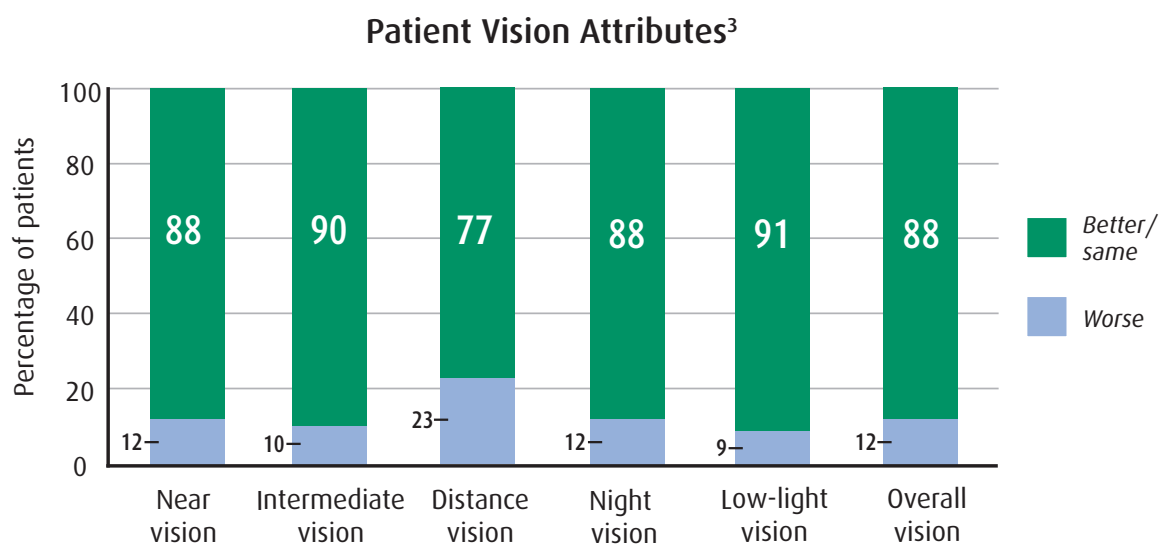
- Performa™ surface creates a consistently wettable surface, enhancing visual acuity and comfort while resisting lipid and protein deposits
- Exceptional comfort for patients experiencing lens dryness due to a rounded-edge profile and smooth, consistently wettable lens surface
- Overall comfort for PureVision Multi-Focal was rated as better or the same by 86% of previous SoftLens Multi-Focal patients³



* Simulated image of visual performance

Still the number one recommended multi-focal design.

- Exceptional intermediate visual quality throughout the crucial 40 to 122cm range, utilizing the wide intermediate power profile proven successful in SoftLens® Multi-Focal lenses
- More natural presbyopic correction, with smooth transitions enabled by our centre-near aspheric design
- PureVision Multi-Focal lenses provide crisp, clear vision at all distances and light conditions
- Overall vision was rated as better or the same by 88% of previous SoftLens Multi-Focal when upgraded to PureVision Multi-Focal



The same easy fit for seamless upgrades.

- 100% of eye care professionals rated PureVision Multi-Focal as easy to fit³
- Over 80% of prior SoftLens Multi-Focal patients successfully transitioned to wearing PureVision Multi-Focal
- The majority of patients required less than one week to successfully upgrade to PureVision Multi-Focal³

3. Study of 36 adapted SoftLens Multi-Focal contact lens patients converted to PureVision Multi-Focal lenses. Performance attributes and preference completed by both eye care professionals and patients after two weeks. Study conducted by Bausch & Lomb.

PureVision® Lens Parameters - Base Curve 8.6 mm, New 8.3 mm



Material

balafilcon A (silicone hydrogel)
Water Content 36%
Oxygen Transmissibility (Dk/t) 112 (Non-Edge Corrected at -3.00D)
101 (Edge Corrected)⁴

Design

Design Technology Front Surface Aspheric
Base Curve 8.6 mm, **New 8.3 mm**
Diameter 14.0 mm
Optic Zone 8.9 mm @ -3.00D
Center Thickness 0.09 mm @ -3.00D (varies with power)

4. Polarographic Method (Boundary Corrected)

Powers

8.6mm base curve	New 8.3mm base curve
+6.00D to -12.00D	-0.25D to -6.00D
(0.25D steps, 0.50D STEPS ABOVE -6.00D)	(0.25D steps)

Features

Visibility Tint Light Blue
Indications Daily wear or up to 30 days continuous wear
Replacement monthly

PureVision® Toric Lens Parameters



Material

balafilcon A (silicone hydrogel)
Water Content 36%
Oxygen Transmissibility (Dk/t) 101 (Non-Edge Corrected at -3.00D)
91 (Edge Corrected at -3.00D)⁵

Design

Base Curve 8.7 mm
Diameter 14.0 mm
Optic Zone 8.5 mm @ -3.00D
Center Thickness 0.10 mm @ -3.00D (varies with power)

5. Polarographic Method (Boundary Corrected)

Powers

Core Minus Powers: Plano to -6.00D in 0.25D steps
High Minus: -6.50 to -9.00D in 0.50D steps
Plus Powers: +0.25 to + 6.00 D in 0.25D steps
Cylinders: for all powers: -0.75D -1.25D -1.75D -2.25D
Cylinder Axes: around the clock in 10° increments

Features

Orientation Indicators 3 guide marks at 5, 6, 7 o'clock (30° apart)
Visibility Tint Light Blue
Indications Daily wear or up to 30 days continuous wear
Replacement monthly

PureVision® Multi-Focal Lens Parameters



Material

balafilcon A (silicone hydrogel)
Water Content 36%
Oxygen Transmissibility (Dk/t) 112 (Non-Edge Corrected at -3.00D)⁶
101 (Edge Corrected)

Design

Base Curve 8.6 mm
Diameter 14.0 mm
Optic Zone 8.0 mm @ -3.00D
Center Thickness 0.09 mm @ -3.00D (varies with power)

6. Polarographic Method (Boundary Corrected)

Powers

+6.00D to -10.00D in 0.25D steps
ADDs Low: up to +1.50D
High: +1.75D to +2.50D

Features

Visibility Tint Light blue
Indications Daily wear or up to 30 days continuous wear
Replacement monthly