

75 million baby boomers are becoming presbyopic.

Learn how eye care professionals have turned this trend into practice success.



[Click here](#) to download your free copy of our Global Presbyopic Roundtable Discussion, and learn how your peers around the world are tapping into this growing opportunity through multifocal lenses.

- **59%** of your peers say fitting more presbyopes is the best way to grow their lens businesses¹
- Yet, **3 out of 5** presbyopes don't know that multifocal lenses are an option²

You'll learn how eye care professionals like you are:

Discussing presbyopia

Speaking to patients in ways they can easily understand

Introducing multifocal contact lenses

Talking to patients about this new technology in clear terms

Educating emmetropes

Capitalizing on this unique, untapped multifocal lens opportunity

Plus you'll find much more information, including:

Read about our international panel's multifocal lens fitting success

- **Tod McNab, OD, British Columbia**
- **Greg Wu, OD, Hong Kong**
- **Pauline Cho, OD, Hong Kong**
- **Michael DePaolis, OD, New York**
- **Carla Mack, OD, Ohio**
- **David Geffen, OD, California**
- **Oyvind Krogh, OD, Norway**
- **Milton Hom, OD, California**

- The perception vs. reality of multifocal lens cost
- How to manage multiple patient visits during the fitting process
- The advantages multifocal lenses have over monovision

- Ian Cameron, OD, United Kingdom
- Anthony Chapman-Davies, OD, Australia
- Louise Sclafani, OD, Illinois



[Click here to download the Global Presbyopic Roundtable Discussion and learn how you can get the most out of your practice, too.](#)



¹ May 2005 Review of Optometry: survey of 1069 eye care professionals.

² 2005 Gallup study of consumer contact lens market.

© 2008 Bausch & Lomb Incorporated. ®/™ denote trademarks of Bausch & Lomb Incorporated. PNP4077

This paid, promotional message was sent to you by Jobson Professional Publications Group. The content does not necessarily reflect the views, or imply endorsement, of the Group's editors or publisher. If you do not want to receive this type of information in the future, simply reply to this message with the words "Unsubscribe Mailings" in the subject header. Jobson Professional Publications never releases its e-mail list.