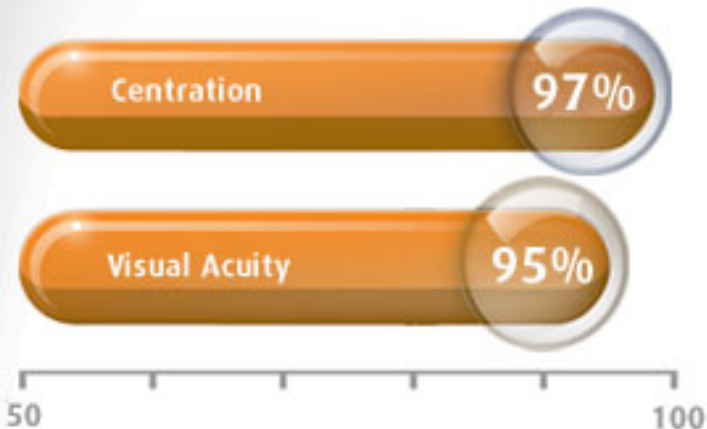


For exceptional vision and centration, fit your patients in the proven toric lens design.

In three consecutive studies, totaling over 4,500 patients, the Bausch & Lomb Lo-Torque® lens design delivers outstanding performance.

You've already seen two studies that show how our Lo-Torque design delivers outstanding performance to thousands of patients. Now, a new study of 338 astigmatists refit with Bausch & Lomb PureVision® Toric contact lenses proves it again.

% of eye care professionals rating good to excellent



Refit from silicone hydrogel toric:

Exceptional centration and acuity when refit from the leading silicone hydrogel toric lens

Among patients refit from ACUVUE Advance for Astigmatism, eye care professionals overwhelmingly gave PureVision Toric lenses high ratings¹

% of eye care professionals rating good to excellent



Refit from hydrogel toric:

Same great performance delivered to former wearers of a range of hydrogel toric lenses

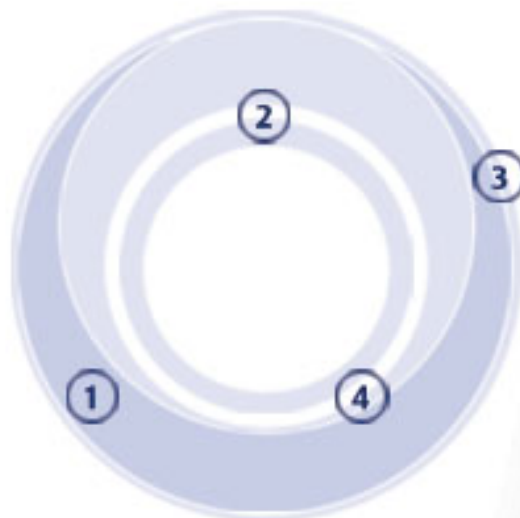
Among patients refit from all other lenses tested – Proclear Toric, Frequency 55 Toric, and Biomedics Toric – eye care professionals gave PureVision Toric the same outstanding scores¹



The key to such high performance? Our incredible Lo-Torque design.

Bausch & Lomb SofLens® Toric and PureVision Toric design offers:

1. Prism ballasting geometry
2. Refined optic zones
3. Balanced vertical thickness profile
4. 360 degree comfort chamfer



Patients look to you for 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 lenses.²

Choose the lens design proven to deliver the performance your peers and thousands of patients look for – in a lens material that best fits your patients' needs.

Visit www.bausch.com/demandstability to learn more.



¹ A study fielded in September 2007 among 15 eye care professionals and 338 patients. ACUVUE Advance for Astigmatism, Proclear Toric, Frequency 55 Toric, and Biomedics Toric lens wearers were refit in PureVision Toric contact lenses for 2 weeks.

² Gallup 2006 among prospective wearers.

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