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The Keys to Success with Silicone-Hydrogel Lenses

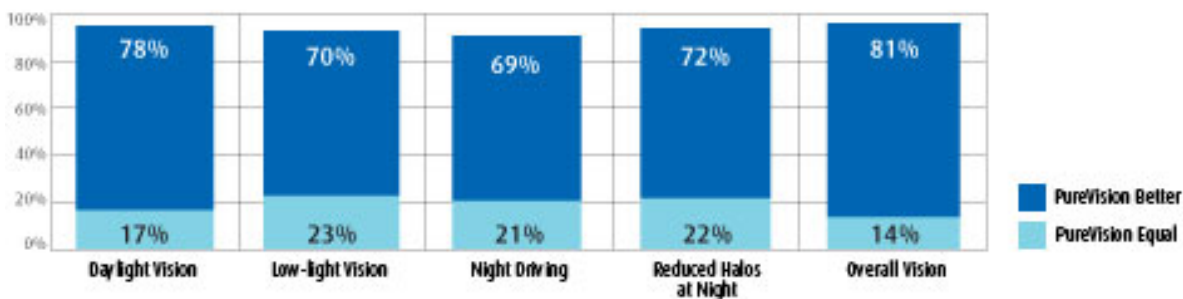
Bausch & Lomb PureVision®

Patient-Preferred for Visual Performance

The proof is with patients. A significant majority of contact lens wearers switching from hydrogel to Bausch & Lomb PureVision® lenses preferred the overall vision offered by the anterior aspheric optics of PureVision lenses.¹ Patients kept a daily diary of their experience wearing PureVision lenses and, compared to their previous lens, the majority reported:

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

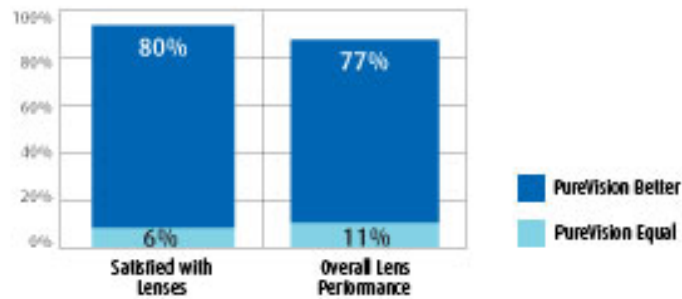
The majority of PureVision lens patients experience better vision compared to their previous lenses.



Patient-Preferred for Overall Performance

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

Patient preference of PureVision lenses over previous lenses.



While silicone-hydrogel lens materials may initially feel a little different than hydrogel lenses, the increased oxygen permeability provides better ocular health and, with PureVision lenses, patients can also get better visual quality. In our next edition, we will discuss other steps you can take to successfully upgrade patients into silicone-hydrogel lenses.

If you have missed any editions of our electronic newsletters and communications visit our news archives at www.bausch.com/enewsarchives.

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

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Go to
www.bausch.com/demandvision
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PureVision lenses.