

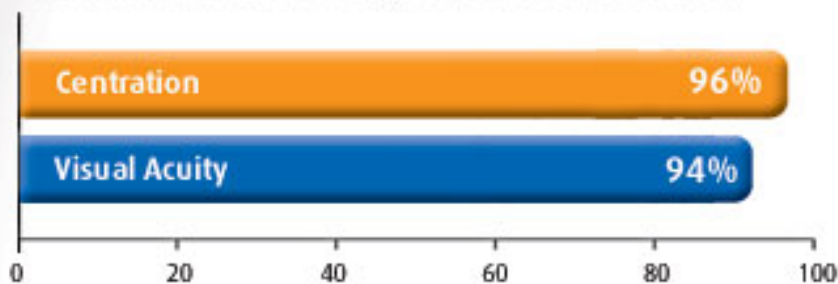
A recent study of 2,314 patients showed the Bausch & Lomb Lo-Torque® design delivers high performance.

In fact, 85% of participating eye care professionals said they were glad they refit their patients into Bausch & Lomb Toric lenses.

And here's why:

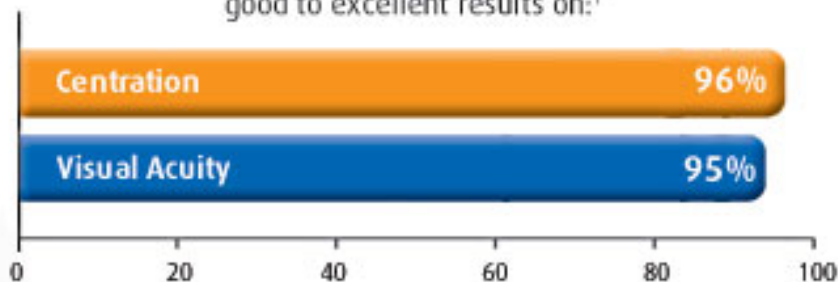
In the study, competitive toric lens wearers were refit with PureVision® Toric contact lenses. Here's what was found among former ACUVUE Advance for Astigmatism wearers:

PureVision lenses showed good to excellent results on:¹



Former wearers of Proclear Toric, Frequency 55 Toric, and Biomedics Toric lenses produced similar results. For example:

Proclear patients refit to PureVision lenses showed good to excellent results on:¹



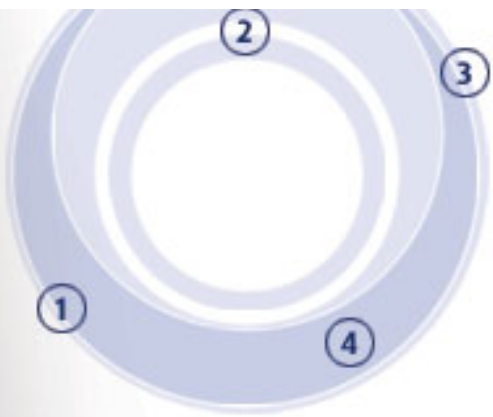
Your patients deserve the same results.

Give them the benefits of our incredible Lo-Torque lens design - in both hydrogel and silicone hydrogel materials.



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

What did 4 out of 5 doctors say about the 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 rely on you to deliver 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

Give your astigmatic patients the proven performance of our Lo-Torque design – in a lens material that best fits their needs.

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

¹Zenith Study fielded in June 2007 among 71 eye care practitioners and 2,314 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.

²Gallup 2006 among prospective wearers.

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