

Another 1,851 patients. Another outstanding performance from the Bausch & Lomb Lo-Torque® design.

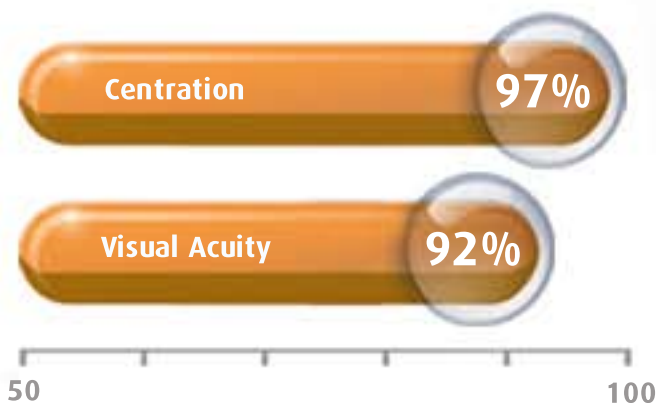
First, our Lo-Torque design delivered exceptional performance in a study of 2,314 patients. Now, a new study shows it again.

In a recent study, your peers refit 1,851 of their patients from competitive toric lenses to Bausch & Lomb PureVision® Toric contact lenses. PureVision Toric lenses delivered on the key performance attributes you look for:

Excellent performance when refit from the leading silicone hydrogel toric lens.

Among former ACUVUE Advance for Astigmatism wearers, eye care professionals reported good to excellent centration and visual acuity for patients refit with PureVision Toric¹.

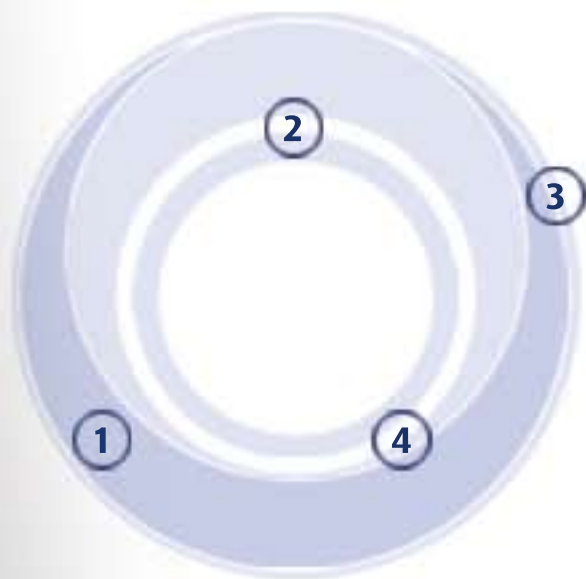
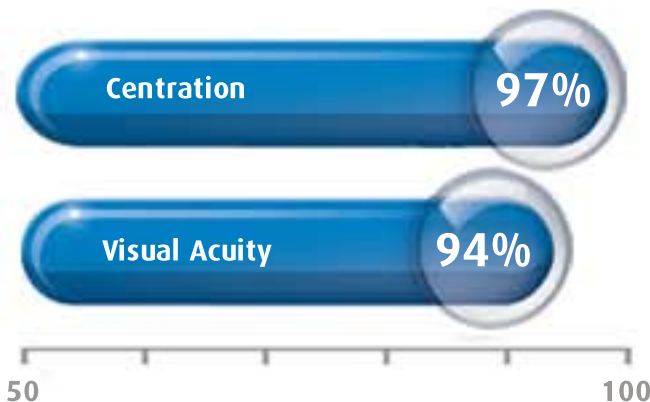
% of practitioners rating good to excellent



Same outstanding results when refit from a range of hydrogel toric lenses.

Among former wearers of all tested brands, including Proclear Toric, Frequency 55 Toric, and Biomedics Toric, eye care professionals reported good to excellent centration and visual acuity for patients refit with PureVision Toric¹.

% of practitioners rating good to excellent



Your patients deserve the same results.

Give them the key to 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

Give your patients the lens design that stands up to the test – study after study – in a lens material that best fits their needs.

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



¹A study fielded in September 2007 among 118 eye care practitioners and 1,851 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.