

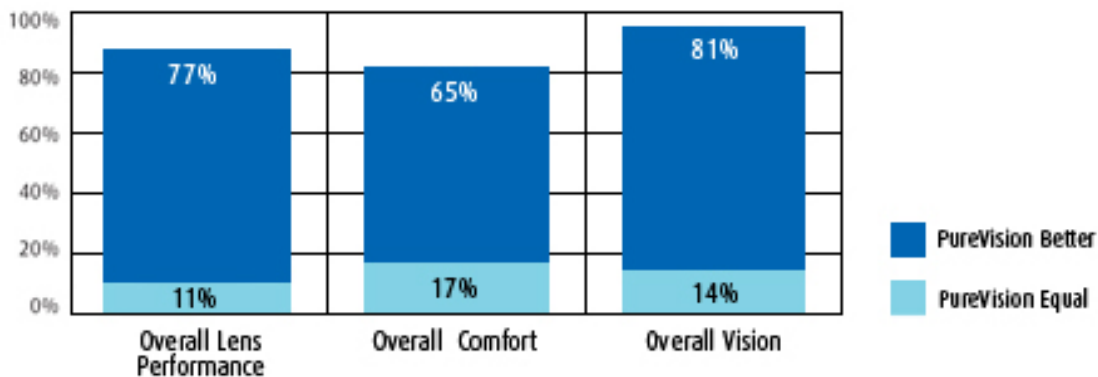


The Keys to Success with Silicone-Hydrogel Lenses

Bausch & Lomb PureVision®

Important insights can be gained from a recent study of patients who switched from hydrogel lenses to Bausch & Lomb PureVision® silicone-hydrogel lenses. The results showed that a significant majority of patients preferred PureVision lenses to their previous lenses.¹

Patient preference of PureVision lenses over previous lenses.



Despite the significant preference for PureVision lenses over time, some previous hydrogel-lens patients may complain of lens awareness during their initial fitting of silicone-hydrogel lenses. This is not an unexpected response since patients are transitioning to a new class of lens materials, and, in some cases, there will be a brief adaptation period.

For the majority of patients, successful adaptation is typically achieved within 2 to 3 days. This will be time well-spent, considering the benefits that silicone-hydrogel lenses provide to your patients, starting with the enhanced eye health delivered by the high oxygen permeability of the material. And with PureVision lenses they will also enjoy outstanding vision from the anterior aspheric optics and comfort throughout the entire wear cycle from the deposit-resistant Performa™ surface.

As with any new contact lens technology, educating your patients on what to expect is often the key to their upgrade success. Once patients understand why they are “noticing” their new lenses the transition becomes easier.

Consider the fitting tips below to help smooth your patients' transition from hydrogel to PureVision silicone-hydrogel contact lenses.

Fitting Tips for a Smooth Upgrade to PureVision contact lenses:

To help patients enjoy these benefits, there are simple steps you can follow to ease their transition into silicone-hydrogel lenses.

- Soak trial lenses in a multipurpose solution briefly before inserting them to facilitate conversation with your patients about taking care of their lenses.
- Inform your patients on what to expect during the first 7 to 14 days.
- Provide your patients with a PureVision Wearer's Guide as a supplement to the PureVision Patient Information Booklet.
- Schedule a follow-up appointment for 14+ days (midpoint of the wear cycle).

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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