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**Education Highlights our First Quarter at Medicals...**



The start up of 2010 was very positive and encouraging for all of us at **Medicals International**. In parallel to our significant sales growth we have engaged much of our resources this year to education on two parallel levels; Training programs designed to advance the expertise of our existing team members and educational programs planned to update our valued customers/users base.

Why education is important and how as a company we can justify such heavy expenditure on training and education? - Noting that in the first half of 2010 we have exceeded our two years historical training budget.

Our industry's foremost need today and especially in our region is continuing education; The evolution of technology and the industry changes to non invasive laser, endoscopic or alike minimally invasive procedures and advanced diagnostic

devices require good understanding of the engineering and the optimal operation of such devices. The inexistence of local continuing education and skill transfer courses adds more pressure on us to engage further in that exercise.

In 2009 we lived a nice experience with the Levant Hospital in Lebanon launching the 1<sup>st</sup> scientific day, Keratoconus from A to Z, a course that involved key speakers and advanced organization. This year we had the pleasure to work with Dar Al Hokama in Riyadh, Saudi Arabia to repeat the same successful experience and during the month of May we launched the 1<sup>st</sup> Contact Lens Scientific Day in Lebanon which was a great success.

I am determined and eager to partner further with the international educational community to bring fast forward industry education to our region and I look forward to see every one of us, suppliers and providers, benefiting from this exercise.

*Your colleague, partner and friend,*

**Walid G. Barake**  
President and Founder

**Proclear Launching in Lebanon**

**Medicals International** is pleased to expand its contact lens product offering in the Lebanese Market with the introduction of the **Proclear Specialty Line**.

The Proclear line is made out of the patented **OMAFILCON A** material which makes it the only FDA approved lens for dry eyes patients.

This material can resist dehydration because it contains phosphorylcholine (PC), a phosphorylated alcohol that is present in mammalian cell membranes and provides a biocompatibility that mimics a cellular interface based on the polar nature of the phosphate group in the phosphorylcholine molecule. This material plays a role in hydrogen bonding with water molecules and, thus, hydration of

the contact lens. In addition, the hydrophilicity of Omaficon A results in resistance to protein and lipid deposition.

The Proclear is made by **CooperVision**, a leading global contact lens manufacturer. It is distributed in Lebanon by Medicals International.

The Proclear line includes: *Proclear sphere* and *Proclear 1 day* for myopic & hyperopic patients, *Proclear EP* for early presbyopes that can correct up to 1.25 D addition with an innovative aspheric design, *Proclear multifocal* for presbyopic patients and *Proclear toric multifocal* for astigmatic patients along with presbyopia, in addition we have the Proclear toric; a disposable toric contact lens that can correct high astigmatism (up to 5.75 D).

## Medicals International's 1<sup>st</sup> Contact Lens Scientific Day

May 8, 2010 was a very important date in the history of **Medicals International** (MI). We were finally able to have one of our dreams come true!!

### *The first Contact lens Scientific Day in the Middle East.*

At this date, **Medicals International** held its first Contact Lens Scientific Day in Lebanon at the Metropolitan Palace Hotel, Beirut.

MI is committed to the advancement of education in the region and it gave us great pleasure to have this meeting organized with a list of world renowned speakers and pioneers in the field of optometry and eye care management, also global experts in the diagnosis and treatment of Keratoconus and Presbyopia.

The meeting gathered more than 175 ophthalmologists/optometrists/opticians from Lebanon, Syria, Jordan and Cyprus. After the welcome note of **Mr. Walid Barake**, President and Founder of MI, **Mr. David NewLove**, Managing Director of CooperVision presented an overview on the Contact lens Industry.

The first session was chaired by **Dr. Paul Rose**, OD, and Inventor of the Rose K lenses for Keratoconus. He covered the Keratoconus as a disease, its diagnosis, contact lenses and Rose K in specific as well as the role of surgical procedures in Keratoconus management. The session ended with fitting two live cases.

The second session was chaired by **Dr. Jonathan Walker**, OD, and covered Presbyopia, symptoms and diagnosis, options in managing including multifocal contact lenses as well as refractive options.

All the attendants enjoyed a friendly lunch between the two sessions at Venezia restaurant and the meeting ended at 18:30 with an appreciation award presented by Medicals International to all our speakers: **Fady Geagea MD, Shady Awwad MD, Ali Bukhamseen OD, Hoda Eid OD, Liliane Tanal OD, David Newlove** and of course **Paul Rose OD** and **Jonathan Walker OD**.

We are looking forward to more and more successful learning with our future events.



**Rita Chehwane,**  
Director of Sales,  
Beirut Office



Introduction by Mr. Walid Barake



Welcoming reception



Presentation by Dr. Ali Bukhamseen



Award distribution to Dr. Shady Awwad

## Biofinity: The 3<sup>rd</sup> Generation Silicone Hydrogel Lenses

Silicone Hydrogel lenses are the latest development in soft contact lens materials. They are healthier than conventional soft lenses because they allow more oxygen to pass through them and increased oxygen transmission results in better overall eye health. Advantages of Silicone Hydrogel lenses over conventional soft lenses include: more resistance to protein deposits, less drying of the lenses, lower risk of eye infection, easier handling due to increased rigidity of material, and much lower incidence of complications with extended wear use (overnight wear).

Although all Silicone Hydrogels share the hallmark of higher oxygen permeability, there is notable diversity in each Silicone Hydrogel material's polymer chemistry and resulting clinical performance.

The first generation of Silicone Hydrogel lenses is a homogeneous combination of a TRIS monomer derivative that is copolymerized with the hydrophilic hydrogel monomer N-vinyl pyrrolidone (NVP). The molecular strategy with this combination is the synthesis of a TRIS-like structure with polar groups to make it hydrophilic. In addition, all first generation Si-H lenses are treated to create a hydrophilic surface.

For the second generation, Silicone Hydrogel lenses appear to use a more hydrophilic derivative of the TRIS monomer. These lenses incorporate a long-chain, high-molecular-weight polyvinyl pyrrolidone (PVP), which serves as an internal wetting agent. PVP acts as a hydrophilic humectant, meaning that it attracts and retains moisture with the intent of keeping the lenses hydrated because of the Silicone hydrophobic material present.

Regarding the third generation of Silicone Hydrogel lenses, **Comfilcon A** (Biofinity, CooperVision) and **Enfilcon A** (Avaira, CooperVision) are the latest Silicone Hydrogel entries. Both use a unique long-chain siloxane macromer combined with other components to result in a lens that features high oxygen permeability and a relatively low modulus (*fig.1*). These materials are inherently wettable — no internal wetting agent or surface treatment is required.

Comfilcon A and Enfilcon A have a fundamentally different chemistry that has allowed these third-generation Silicone Hydrogels to break the relationship between oxygen permeability and water content that other Silicone Hydrogel materials follow.

Because oxygen is transmitted most efficiently through the silicone component of Silicone Hydrogels, increasing water composition generally decreases the oxygen permeability of the material. That is why, for most Silicone Hydrogels, higher water content is associated with lower Dk (*fig. 2*). For example, Lotrafilcon A has a water content of 24 percent with a Dk of 140 units. In comparison, Lotrafilcon B has a higher water content of 33 percent and a Dk of 110 units. In contrast, Comfilcon A has a water content of 48 percent and a Dk of 128 units, while Enfilcon A has a water content of 46 percent and a Dk of 100 units. For Silicone Hydrogel materials, these are unexpected high Dk values for their corresponding water contents.

Acknowledging the importance of the exquisite breakthrough that Comfilcon A has introduced into the world of contact lenses, **Medicals International** has already engaged in launching "Biofinity" in **Lebanon, Saudi Arabia and Kuwait** and soon to be launched in **UAE** allowing the patients to feel and experience the superiority of this lens while providing permanent healthy, white eyes.

**Charbel Farfour,**  
Training & Marketing Coordinator

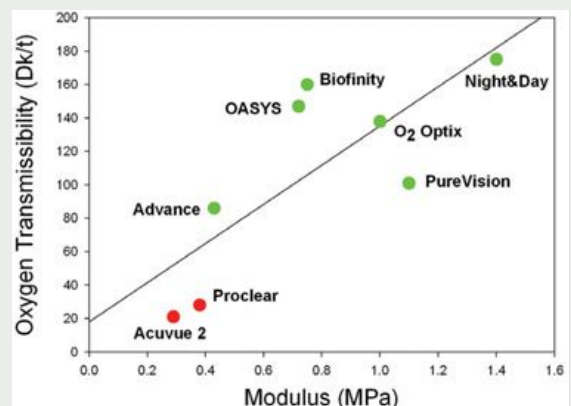
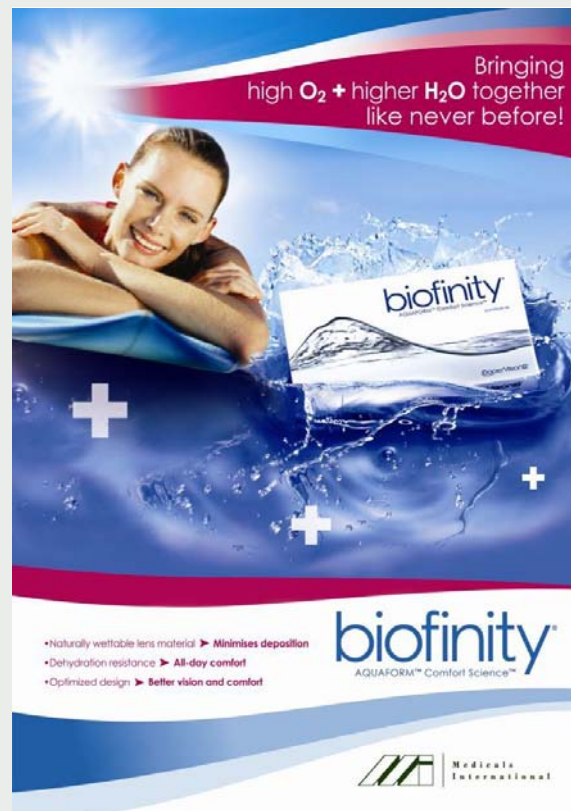


Fig.1: Oxygen Permeability according to Modulus

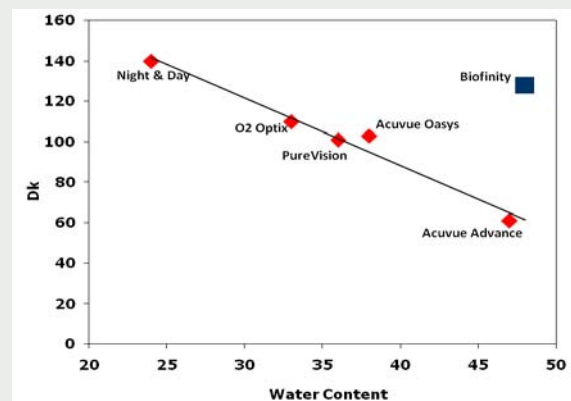


Fig.2: Oxygen Permeability according to Water Content

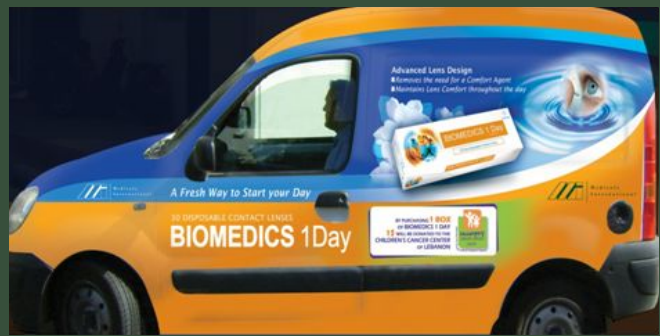
## The Children's Cancer Center of Lebanon (CCCL) & MI campaign is expanded...

As we have reported in our previous issue of **Vision with Attitude**, we are engaged with the CCCL in a direct cross promotion campaign on our **Biomedics One Day Line** whereby MI donates 1 USD for every box of one day sold during 2010 throughout the over 600 optical shops in Lebanon.

I am very glad to announce today the expenditure of our campaign with the CCCL to include various marketing activities to enhance our exposure and make a larger market impact with this activity through:

1. See through and in shop displays exposing our cross promotion throughout Lebanon. This activity targets One Day contact lens modality in large optical shop dispensers in Lebanon. We are involving team members to be present inside some of these shops to run open houses to try the Biomedics One Day line as well as to explain the noble objective of the campaign.
2. Indirectly we are delivering the message through banners and posters displays in local scientific activities and on our delivery cars which are roaming around Lebanon throughout the day. As well, we have advertised the campaign through some local targeted print media.

The campaign direct objective as stated is to support the fundraising activities of the CCCL. The indirect message is to help raise the social corporate responsibility in our part of the world and to raise consumer social awareness when making buying decisions.



Mireille Gemayel,  
Sales Manager, CL  
Beirut Office

## Syria-Optica

Our participation at **Syria Optica 2010** marked another landmark success for our existence in the Syrian market as a company.

**Medicals International Syria** was pleased to take a leading part in the **Syria Optica 2010** exhibition that was held at the Four Seasons Hotel in Damascus on February 24-26, 2010.

During this event we launched **Biofinity**, a technically advanced Silicone Hydrogel contact lens line. Joseph Nashwaty, Business Manager, Contact Lens Line at Medicals gave an interesting and informative presentation on the Biofinity line during the event.

Our participation included a large show casing of our contact lens line, diagnostic equipments and our large product portfolio offering. Visitors from Syria and neighboring countries such as Lebanon and Jordan spent good time on our stand experimenting and enquiring about our line.

The great success of this event was a culmination of the hard work and efforts of our team. I take this opportunity to thank everyone for making this event a great success for all of us at Medicals Syria.

Samar El Maghout,  
Internal Office Manager,  
Syria Office



## Keratoconus Day

*Medicals International* and in collaboration with the Saudi Ophthalmological Society, held The First Keratoconus Scientific Day entitled: "Controversies & Challenges in Keratoconus" on Saturday 27<sup>th</sup> of February at AlHokama Eye Specialist Center - Riyadh.

It was a very successful event, well organized and covering the main topics on Keratoconus: Diagnostics and Mechanical Changes, Role of Intrastromal Rings in Keratoconus, Combined Treatments for Keratoconus, New Techniques in Keratoconus Treatment.

The lectures were presented by six local speakers and eight international speakers like **Dr. Scott Barnes, Dr. Albert Daxer, Dr. Nada Jabbur, Dr. Shadi Awwad,**...

The lecture hall was fully booked with approximately 100 attendants and 130 registered over the whole day with two small extension halls. The symposium was sponsored by *Medicals International* and it was accredited by the Saudi Council for Health Specialties with 7 hours.

Mark your calendar for the coming period with 2 events at AlHokama Center:

- "Advances in Medical Surgical Management of Diabetic Retinopathy" on the 2<sup>nd</sup> of December 2010
- "Uses & Outcome of Femtosecond Laser in Ophthalmic Surgery" on the 26<sup>th</sup> of February 2011.

**Nassim Haddad,**  
Business Manager



**Dr. Othman Al Omar, Dr. Abdulrazzak Al Saleh and Dr. Ahmad Al Saleh**

## Paul Rose Tour in the Middle East

We had the pleasure to welcome **Dr. Paul Rose** in the Middle East for two weeks out of his 10-week tour around the globe.

The tour in the Middle East covered more than six countries, and for the first time **Dr. Rose** conducted seminars in Bahrain and Oman.

As usual, everybody at *Medicals International* ensured excellent setup, up to the smallest details. Our enthusiasm towered before and after each seminar, same goes for our customers and business partners who filled the conference halls up to the last chair.

In order to ensure further knowledge transfer, **Dr. Rose's** tour included private visits to clinics and hospitals, where he conducted many fitting sessions as part of our hands-on training. I personally had the pleasure to accompany **Dr. Rose** in many countries, and I can attest that it was a fascinating learning experience, especially when it comes to the latest innovations, the Rose K IC and ACT.

On behalf of *Medicals International*, I would like to sincerely thank **Dr. Rose** for his dedication and help throughout his tour.



**Joseph Nashawaty,**  
Business Manager, CL



**Dr. Paul Rose in UAE**



**Dr. Paul Rose in Oman**

## The Lebanese Society of Oral Surgery (SLCB): Third Scientific Meeting

2009 was another busy year for the dental department at **Medicals International**. We took part in the majority of events concerning the dental world and our last one was not like any other. On the 4<sup>th</sup> and 5<sup>th</sup> of December 2009 Medicals International had its users meeting during the **The Lebanese Society of Oral Surgery (SLCB) Third Scientific Meeting**, held at Metropolitan Hotel, under the supervision of **Prof. Antoine Berberi**, president of the SLCB.

More than 270 specialists attended the conference, and enjoyed the many lectures of renowned doctors such as **Dr. Fernando Rojas-Vizcaya**, the Adjunct Assistant Professor in the Department of Prosthodontics in the University of North Carolina, and running his private office in Spain, with more than 20 years of experience in the field of implantology. Dr. Fernando gave very significant lectures regarding the Astra Tech dental implant. His lectures were focused mainly on micro-movement, micro-leakage, and the impeccable esthetic results of Astra implants.

Moreover, *Medicals International* was more than happy to unveil its newest line of products in the dental department, the **SciCan** infection control product line with their one of the kind cassette autoclave Statim, and the SciCan washer and disinfectant Hydrim. **Dr. Ashraf Suleiman**, the Regional Manager of SciCan products, was present with us at the *Medicals International* stand promoting these ingenious products. The Statim is a small table-top steam sterilizer that uses saturated steam at high temperature and pressure to kill infectious bio-organisms, it is also the world's fastest autoclave with a full sterilizing cycle of 6 minutes only!

We are committed to exceeding your expectations with every growing step, and are looking for a very productive 2010 with you.

*Rebecca Aoun & Omar Shaikh,  
Junior Territory Managers,  
Dental Department,  
Beirut*



Dr. Ashraf with Medicals International team



Dr. Ashraf in Medicals International booth

## Comprehensive Dental Implantology Course, UAE

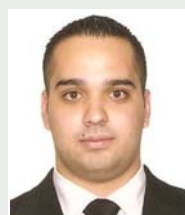
**Sharjah University** in collaboration with **Alexandria Oral Implantology Association (AOIA)** was delighted to invite dentists to the second **Comprehensive Dental Implantology Course** which took place on December 10-11-12, 2009 (first module); January 7-8-9, 2010 (second module) and May 2010 (third module).

This academic implantology course was designed and conducted by leaders in implant dentistry so as to give the knowledge and practical skill in implant dentistry utilising the unique "problem-based learning" techniques which allows the candidates to interact, understand and appreciate implantology as well as focusing especially on solving the practical day to day problems seen in implant dentistry. It was part of the dental faculty's plan in Sharjah University to create the most important academic implant centre in the UAE and it is targeting both established Implantologists as well as General Practitioner Dentists.

Twenty dentists from all the United Arab Emirates had the opportunity to participate in that course. The topics of this course covered the Literature Review regarding Implant Placement Protocols, Flap Design and Suturing Techniques, Immediate Loading, Basic of Implant Esthetics, Biomechanics, Soft and Hard Tissue Management, Brief about Updates (PRP, Stem and Cells Technology) and Management of Complications.

The course was entirely conducted at the University of Sharjah in the form of three modules comprised of lectures, hands on workshops and live surgery performance (each candidate should place at least one Astra Tech implant and load his/her prosthesis). Finally candidates were subjected to an examination at the end of the course.

At the end and during the three modules, **Medicals International** in cooperation with Sharjah University offered to the Dental Implantology course the best of what the implant industry can offer, **Astra Tech Dental Implants**. The dentists had the chance to explore our surgical and prosthetic kits, and get to know the uniqueness of Astra Osseospeed fixture and surgical procedure.



*Charbel Chaaya,  
Territory Manager,  
Dental Department,  
Dubai Office*

## Prosthetic Implant Course at Kuwait University

The students of the **University of Kuwait Dental Schools** had a hands-on implant seminar on January 10<sup>th</sup>, 2010.

The seminar focused on decision making in each step of implant treatment modality. **Astra Tech** Dental implant system was an invaluable asset to the success of the seminar.

**Medicals International** and **United Laboratories** provided the students with the necessary casts and parts to better illustrate the thought process needed to achieve a successful implant restoration.

The students were faced with obstacles and needed to decide what the best route was to achieve a good impression, fabricating a cast, deciding on the correct abutment and finally transferring the abutment to the mouth along with the final restoration.

*Dr. Yacoub Altarakemah,  
DDS, MS, FACP*



Dr. Yacoub supervising his students in the Lab Session



## SULTARC Laser Application in Dentistry, UAE

**Sharjah University Laser Training and Research Center (SULTARC), Light Care International** and **Fotona**, have come up with the international dental laser course for general practice from March 12<sup>th</sup>-14<sup>th</sup>, 2010, held at Sharjah University in UAE.

The scientific committee of the laser and health academy in Europe has invited for this training course international and local experts in the field of dental laser practice:

**Dr. Kresimir Simunovic, Dr. David Dovsak, Dr. Boris Gaspirc, Dr. Ibrahim Eldowi, Dr. Ayman El Zohary, Dr. Firas Hussein Joumma, Dr. Buthaina Asreb.**

The program was structured to provide relevant basic physics, clinical information and skills as well as laser safety issues in laser assisted dentistry. It is intended for practicing dentists, dental assistants and dental students.

The program contents were lectures and in vitro practice sessions to acquire basic laser skills and actual clinical demonstrations of different dental laser treatment on a wide selection of patients.

The Scientific Program included:  
Basic laser concepts and biophysics.  
Application of laser in dentistry.  
Laser safety and laser device operation.  
In vitro soft and hard tissue laser procedures demonstrations and hands-on practice.  
Clinical training and demonstrations of laser treatments.

At the end of the course the participants were invited to enjoy the magnificent Dhow boat cruise at Dubai Creek for a gala dinner while cruising into the heart of Dubai!

Fidelis: Family of advances high-power laser system



*Habib Abboud,  
Product Specialist,  
Dental Line,  
Beirut Office*

## Cosmetic and Aesthetic Line Launching

*Medicals International* is pleased to announce its diversification into the Cosmetic & Aesthetic line. This move comes to compliment *Medicals International's* vision as to be the best provider of health care products in the Middle East & North Africa. *Medicals International* already operates in four different medical industry segments: Contact Lenses, Ophthalmology, Optical & Dental Implantology.

Our partner in this new line is **Cutera Inc.** based in California, USA. Since its founding in 1998, **Cutera** has been providing innovative aesthetic laser and light based systems which are safe, easy-to-use, and show great results.

A key feature of **Cutera's** products is their upgradeable design, providing customers with a cost-effective way to continuously add new services for their clients. Current applications of Cutera's products include: permanent hair reduction on all skin types and tanned skin; skin tightening of lax skin on the face, neck and abdomen; treatment of leg and facial veins; non-ablative and ablative skin rejuvenation; and the treatment of pigmented lesions. Most recently, Cutera introduced its Pearl and Pearl Fractional lasers utilising YSGG technology for skin resurfacing with minimal downtime.

Treatments by Cutera lasers include:

### Permanent Hair Reduction:

#### CoolGlide Hair Removal (CV) 1064 nm Nd:YAG

- Market leader in long pulse 1064 nm laser for all skin types and tanned skin.

The CoolGlide Hair Removal is an Nd:YAG laser with the appropriate power and pulse width to deliver permanent hair reduction on all skin types. Also excellent for pseudo folliculitis barbae (PFB).

#### ProWave 770-1100 nm

- Only programmable, calibrated flashlamp for safe, fast treatments for skin type I-IV.

First infrared pulsed light device with a 3 in 1 programmable wavelength option for hair removal.

### Vascular / Pigmented Lesions:

#### CoolGlide Vascular (Excel) 1064 nm Nd:YAG

- Treats the broadest range of facial and leg veins, including deep reticular vessels.
- Excellent adjunct to sclerotherapy.

The CoolGlide Vascular treatment is a laser based approach to treat a wide variety of vascular conditions, from small facial telangiectasia to large leg veins.

#### LimeLight 520-1100 nm

- 3 programmable wavelengths with cooling.
- Safely treats diffuse redness, facial telangiectasia, rosacea, high-and-low contrast solar lentigines.

The LimeLight is the first 3 in 1 programmable wavelength device for skin rejuvenation, facial vascular and pigmented lesion treatments.

#### AcuTip 500-635 nm

- First targeted treatment tip for discrete pigmented and vascular lesions.

The AcuTip offers the targeted delivery of a laser with the affordability of an IPL. Ideal for hard to reach locations and to avoid the risk of leaving a "footprint".



### Non-Invasive Skin Rejuvenation:

Tone / Texture / Tightening / Fine Lines / Wrinkles

#### Titan 1100-1800 nm

- Unique tailored infrared device with volumetric heating for collagen contraction and stimulation.

The Titan procedure is a non-invasive procedure to tighten lax skin using a novel tailored infrared light source. The sustained volumetric heating delivered by Titan has been clinically demonstrated to provide both immediate collagen contraction as well as longer term collagen stimulation for skin tightening.

#### Laser Genesis 1064 nm Nd:YAG

- Proprietary microsecond laser technology.
- Improves diffuse redness, wrinkles, large pores, fine lines and uneven texture on all skin types.

The Laser Genesis procedure is a unique microsecond procedure developed by Cutera that improves pore size and texture, targets diffuse erythema and poikiloderma, improves fine lines and reduces scars. This comfortable procedure gently heats an area with multiple pulses to stimulate the production of new collagen. Laser Genesis is cleared for the treatment of wrinkles in the US.

### Minimally Invasive Skin Rejuvenation:

Wrinkles / Tone / Texture

#### Pearl 2790 nm

- New wavelength designed for safety, results and optimal healing.
- Achieves full epidermal turnover in one treatment.
- Treats fine wrinkles, uneven texture, pore size and Dyschromia.

The Pearl procedure is a minimally invasive technology that renews the skin's surface by treating fine lines, texture, age spots and sun damage with fewer treatments and less overall downtime than other similar technologies.

#### Pearl Fractional 2790 nm

- Designed to improve upon other fractional ablative technologies
- Aggressively treats a broad range of deep dermal conditions, including non-responsive perioral and periorcular areas.
- Significant results are achieved in a single treatment.
- High physician and patient satisfaction.

Pearl Fractional is an anti-aging laser that aggressively treats wrinkles in addition to a broad range of dermal imperfections. Long term improvement is achieved with a single treatment and patients typically experience only one week of downtime. Pearl Fractional removes tissue through a series of micro-columns, while simultaneously stimulating new collagen growth through a controlled zone of thermal coagulation.

Pearl Fusion – combining Pearl and Pearl Fractional in a single treatment

- Improves wrinkles, uneven skin texture, scarring, pore size, pigmentation and sun damage.
- Unique combination treats both deep dermal conditions and epidermal photodamage.
- Ideal solution for confluent coverage and deep fractional ablation.



**XEO:**

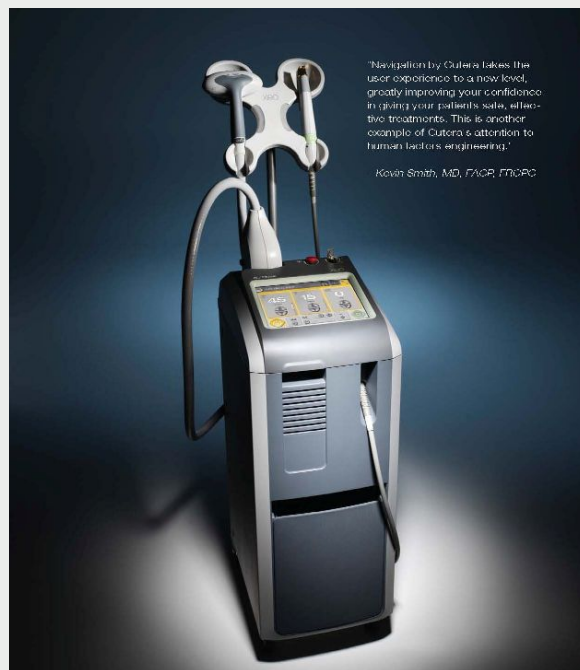
The Xeo is a unique platform which includes four different technologies:

- Nd:YAG,
- Infrared,
- Broadband light sources
- YSGG (2790 nm).

The versatility of this laser gives the operator the options to treat a wide variety of skin anomalies using different wavelengths to achieve optimum results.



**Joe Mourad,**  
*Business Manager*  
*Cosmetic & Aesthetic Line,*  
*Beirut Office*



**Hydrim and Statim, Your Perfect Partners in the Sterilization Process**

*Now you can eliminate the risk of hand washing instrument*

Authorities now recommend that instruments cannot effectively be sterilized unless they have first been cleaned in a mechanical washer. Across Europe guidelines are under review to reflect this advice.

That's why effective sterilization begins with the **Hydrim C51wd** instrument washer. After a Pre-wash to remove virtually all proteins, independent, high pressure sprays clean the instrument load from above and below, removing virtually all organic debris.

**Independent tests show an efficacy of 99.9-100 per cent.**

The Hydrim washers perfectly prepare instruments for sterilization in as little as 19 minutes, and eliminate the risk of washing instruments by hand.

Following the Hydrim wash cycle, the instrument basket can immediately be transferred into an S class **Statim** autoclave cassette for the fastest sterilization cycle available. Most instruments, including handpieces can now be sterilized between patients in a Statim Autoclaves 2000 – 5000 – 7000 in only 6 -9 -11 minutes. The fast Statim S cycle process fully complies with the latest European standard EN13060.

The compact Hydrim C51 wd and Statim units are designed for benchtop use and are the perfect partnership for the central sterilization area even in the smallest practice.



**Habib Abboud,**  
*Product Specialist,*  
*Dental Line,*  
*Beirut Office*



Statim 2000



Statim 5000



Statim 7000



Hydrim

## Saudi Ophthalmic Society

Every year during this time the **Saudi Ophthalmological Society (SOS)** holds its meeting in Riyadh. This year it took place in Makarem Hall at Marriott Hotel. Most of the Ophthalmic and Optical companies were present in the exhibition. Medicals International participated with one of the largest booth by area among all other companies.

The meeting and exhibition were inaugurated by **HRH Prince Abdul Aziz Bin Ahmed Bin Abdul Aziz Al-Saud**, President of the SOS, on Sunday 28 February, 2010 (15/3/1431 H).

The scientific program covered over 4 days all aspects of Ophthalmology and the recent advances in Cataract, Cornea, Refractive surgery, Anterior Segment, Glaucoma, Neurophthalmology, Pediatric Ophthalmology, Oculoplasty, Genetics, Prevention of Blindness and many lectures related to Optometry.

We exhibited many of our product lines, as well three from our suppliers were present with us on the booth, namely Ellex, Tomey & Schwind helping in demonstrating their products. The booth was first visited by His Highness the Prince, the SOS committee and the leading ophthalmic doctors of KSA.

Our booth was always busy with visitors and interested specialists: doctors, nurses, optometrists, technicians... It was obvious that the Contact Lens corner was the busiest with the interested professionals in this field, specially that we were introducing, for the first time in KSA, the new third generation Silicone Hydrogel contact lens, *Biofinity*, made by CooperVision.

Our team was most of the time busy providing visitors with the latest updates and new information on the machines they were interested in. As well we introduced two new machines from Tomey (TMS-5 and Casia) where many of the doctors were amazed by their diagnostic capabilities.

This symposium was always very interesting to be part of. Medicals International was awarded the golden medal for its participation. And many of the visitors congratulated us for the advancement we made during our presence in the market as one of the biggest ophthalmic-optical provider as compared to many other companies present since more than 20 years.

Meet us next year at the same time with new activities and many interesting news to share with you.



## Emirates Ophthalmology Conference

The **Emirates Ophthalmic Society** announced earlier this month the Emirates Ophthalmology Conference (EOC) 2010 to be held in partnership with the government of Dubai, under the theme: *Expanding the Practice of Ophthalmology for Optimal Patient Care and Prevention of Blindness*. The scientific committee cordially invites all interested ophthalmologists to submit abstracts for the annual EOC 2010.

The EOC 2010 is the 14<sup>th</sup> national ophthalmology conference of the UAE, which will be held at the Dubai International Convention and Exhibition Centre (DICEC) from 9 to 10 December 2010. Abstracts are accepted in Retina, Glaucoma, Cornea, Cataract, Refractive Surgery, Pediatric Ophthalmology, Squint, Oculoplastics, Visual Science, Inflammatory Eye Disorders and Prevention of Blindness. Abstract submission will continue until July 21<sup>st</sup>, an abstract submission module is available through the conference website [www.eoc2010.com](http://www.eoc2010.com).

For more information contact our conference organizers on [pc@eoc2010.com](mailto:pc@eoc2010.com)



**Dr. Manal Omran Tayram**  
*President of the Emirates Medical Association Ophthalmic Society*  
*Medical Director - Noor Dubai*  
*Ophthalmology - Dubai Health Authority*  
*Member of the UAE Eye Health Committee*

## Meeting with VISIAN ICL Experts

During the last EOS congress in Cairo, **Medicals International Egypt** has gathered big fans of **ICL** among Egyptian ophthalmic doctors in a meeting with some of the top eminent ICL surgeons in Egypt. The **ICL™** (Implantable Collamer™ Lens from **STAAR® Surgical** - [www.staar.com](http://www.staar.com)) is a foldable PC Phakic IOL used as an alternative to LASIK especially in patients with high diopters.

In the ICL evolving era in which we live these days around the world, Egypt is one of the countries that witnessed a rapid growth in ICL practice, in both the number of users and the number of ICL recipients. We proudly mention here that Egypt has the privilege to be the first country in the Middle East to start using the ICL (in 1998) by **Prof. Fathi Al-Sahen** who ran a study on the ICL and Toric ICL with a team of fellow doctors who have implanted tens of these phakic lenses.

The well-renowned speakers involved first **Prof. Yehia Salah Al-Dine**, who gave to the audience some valuable tips on how to have a safe and simple loading and implantation of the ICL, and how to avoid problems that might be encountered in this type of procedures, and also how to manage complications intra-operatively or post-operatively.

Following was **Assistant Prof. Ehab Mosallam**, who was the main assistant of Prof. Fathi Al-Sahen in his initial ICL study (he had his MD thesis on the ICL). Dr. Mosallam spoke about one of the most important topics regarding the ICL, which is sizing and how to choose the proper overall lens diameter.

The third talk was by **Prof. Mohamed Shafik** who spoke about using the Toric ICL in the treatment of keratoconus after cross-linking, which is a hot topic nowadays. Dr. Shafik gave the audience important guidelines and measures to be taken into consideration while doing the calculation of the Toric ICL (size and power) for keratoconus cases.

The audience enjoyed a nice and warm discussion with the speakers who answered a lot of important questions regarding



this state-of-the-art procedure.

Medicals International is so grateful for the participation of the speakers - without any financial benefit - as it comes mainly from their real admiration of the ICL and their strong ties with the company and its representatives. Medicals International also thanks the audience for their active participation and looks forward to further similar events in the coming future.

**Ahmed Tabaga,**  
Sales Manager, Ophthalmology  
Egypt Office

## STAAR VISIAN® ICL™ is the 1<sup>st</sup> Phakic Lens to be Approved in Japan

**STAAR Surgical** Company (Nasdaq: STAA), a leading developer, manufacturer and marketer of minimally invasive ophthalmic products, announced last February the regulatory approval from the Japanese Ministry of Health, Labor and Welfare (MHLW) to market the Company's Visian Implantable Collamer Lens (ICL) in Japan. The Visian ICL has received the CE approval (in Europe) in 1997 and the FDA approval (in USA) in 2005. The Visian ICL is sold today in more than 64 countries, and over 200,000 lenses have been implanted worldwide since its introduction.

"This announcement represents the achievement of a major milestone for **STAAR**, and presents us with an opportunity to pursue a very attractive market for the **Visian ICL**," said **Barry G. Caldwell**, President and CEO of STAAR Surgical. "The Tajimi Study, which evaluated the prevalence of myopia in Japan, reported that the prevalence of myopia was much higher in Japan than in most other parts of the world. Japan is currently the third largest refractive market and offers an opportunity for additional growth. This also represents the first approval of the Collamer™ lens material in Japan and hopefully this can lead to future Collamer lens approvals."

"We are very excited to introduce the Visian ICL technology in Japan," added **David Bailey**, President of International Operations in STAAR Surgical. "Our organization has been working with the regulatory agencies for several years, and this marks

the first Phakic lens approval for the Japanese market with the Visian ICL approval. Our team at STAAR Japan is swiftly executing our controlled launch plan to maximize both surgeon adoption and patient satisfaction, and we currently expect to hold our first ICL Certification Course at the end of March and begin generating revenue from the product line during the first half of 2010."

"The Visian ICL is a posterior phakic IOL and has the value not only in safeness due to reversible character, but also in superior visual performance after surgery," said **Dr. Kimiya Shimizu**, Professor and Chairman of the Department of Ophthalmology at Kitasato University. "Because Visian ICL can be less affected by the healing reaction of the corneal wound which differs in patients, it shows better stability and prediction accuracy compared to LASIK. No expensive laser equipment is necessary and the surgical procedure is easy for experienced cataract surgeons. Among different methods of vision correction, the Visian ICL is the best method theoretically and this product expands its application not only to high myopia but also to medium myopia. This is a new encouraging choice for refractive surgery and I assume that this will be popular widely in the Japanese market."

*This Press Release is available fully on STAAR Surgical's website (<http://www.staar.com/html/investor-info.html>) and it is edited for the purpose of this newsletter by **Youssef M. Alwan**, Area Manager - Middle East, STAAR Surgical AG.*

## Looking at Hope with New Eyes

The sound of 'Oyooni' could mean different things to people residing in different parts of the globe. Although in colloquial translation from Arabic it spells out 'my eyes', it is also used widely as a term of endearment among Arabs, meaning 'my loved one'. The town of Uyuni (pronounced the same as Oyooni) in southern Bolivia is famous for the world's largest salt pans, and in Korea, Oyooni is a popular brand name. In one part of the world though, the sound spells out a world of difference....

In Palestine - although conditions are improving slowly - medical infrastructure largely remains inadequate, underdeveloped and often improvised. The Oyooni Mobile Eye Clinic is attempting to make a difference in manifold ways, and here, among its people, Oyooni is a word that simply signals hope.

In a single statistical example, although the population of the West Bank comprises over three million people, long suffering residents are treated by only about 12 specialised ophthalmologists. And while approximately 14 percent of them suffer from diabetes, there is no evidence on record that even a single doctor is qualified in diabetic ophthalmology.

Addressing the crux of this problem - and numerous others that are similar in nature - Dubai based **Dr. Ali Dabbagh** started Oyooni in July 2009, as a non-profit organisation dedicated to bringing sight to the blind, and hope to many others - by preventing the devastating side effects of diabetic retinal damage.

The principal aim of the organisation is to raise funds to purchase new equipment for the screening, and to register and treat patients in the West Bank and across the rest of Palestine - in schools, camps, and communities located in Jenin, Beit Jalla, Ramallah, Gaza and Dheishah. A secondary mission is the training of all interested local cadres - in recognising and managing diabetes.

Oyooni collaborates with the Palestine Red Crescent Society, Ministry of Health, the newly formed Palestine Diabetes Institute and the United Nations Relief and Works Agency (UNRWA), and extends assistance to any local health provider requesting help. Dr. Dabbagh also works closely with the Palestinian Children's Relief Fund, with the intention and hope of bringing in children from Palestine to Dubai for appropriate treatment.

With over two decades of extensive general and ophthalmic practice, close to ten years of specialised experience in the management of glaucoma and diabetes, and a Master's degree in medical law, Dr. Dabbagh lends Oyooni a strong and focused identity.

After an initial survey at the inception of the organisation, Oyooni has conducted several trips to Palestine aided and supported by 'Zyara' volunteers. In August 2009, the pre-visit target of screening 50 patients over a two week period was exceeded by over 400 percent, resulting in a total of 257 patients being screened on site.

A follow-up trip conducted in October 2009 resulted in several hundred patients being screened and assessed, and scheduled

for follow up or consultancy. Arrangements were made to initiate a series of 'Visual Acuity Screening' for pre-school children and school students, in refugee camps and the programme is expected to commence in April 2010, at the Jenin camp.

Dr. Dabbagh is also planning to establish a Low Vision Aid (LVA) clinic at the Shurooq School, and two ophthalmic units at the proposed Diabetic Center located at the Dheishah Refugee camp. The tertiary unit will focus on laser management and treatment, while the secondary unit will be dedicated to the screening of all referred diabetic patients from various primary health centers.

Oyooni has continued to grow with the support of various NGOs, and in a more significant manner from personal contributions of time, effort and financial contributions from Dr. Dabbagh's family, friends and his colleagues at DHCC.

Their next venture is a fundraising event in Dubai in late April - both to raise awareness of their various programmes and to seek financial assistance for investments in much needed equipment and supplies.

*For more information, updates, or to support Oyooni, a visit to their website [www.oyooni.org](http://www.oyooni.org) would be helpful.*



**Dr. Ali Dabbagh,**  
*Founder of Oyooni Mobile Eye Clinic*

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