



Medicals
International

VISION

with **ATTITUDE**

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The LEADING
TECHNOLOGIES
in the MEDICAL
FIELD

www.medicalsintl.com

●●● A WORD FROM THE FOUNDER

It is only 19 years ago....



It has been exactly 19 years ago same day (Friday), actually Good Friday 1994, when I was on a red eye flight back from San Francisco to Toronto, my work base at that time, signing a "go ahead" partnership contract with Jim Welch, Director of International business formerly at Ocular Sciences-CooperVision today- to represent this emerging company in the Middle East and establish what is today **Medicals International**.

Did I know then, where that would "What I have just committed to", lead me at 28 years of age or would I know today what we can top with as an organization? Believe me little I had as information forward, but I decided to go ahead and give it my best shot armed with unyielding determination and great personal resolve and structuring everything I do based on untouchable ethical practices and long term yields.

It is of a great pleasure for me today and a great privilege and honor, after 19 years, to be on top of an organization of 200 professionals who make up **Medicals International**. Over 35 suppliers, have today entrusted their Middle Eastern business to us believing in our professional practices, our forward thinking and drive, and as a result, have yielded serious revenues in the millions of dollars.

On this special day, my only wish is to salute all of those who believed in my vision, and entrusted me with their well being, suppliers and staff. As well, I wish to acknowledge the efforts made by the individuals who made an impact in this organization and are pursuing a career at present elsewhere; without everyone's commitment and trust we would have been nowhere close to where we are today.

Forward, I believe we still have miles to cross as an organization. I urge everyone to work like me, one day at a time, with much focus on our valued patients' well being and our appreciated customers' trust. Everyone would work forever proud of being a member of an organization that is privileged to have patients' priority in mind, and high business ethics as guidelines of every day practice.

Your friend and colleague,
Walid G. Barake
President & Founder



facebook.com/medicalsintl





WHAT'S NEW IN

CONTACT LENS

●●● TRI-KOLOR

WHAT IS THE TRI-KOLOR OF YOUR EYE?

Tri-kolor is not a "Let's-party-n-go" type of colored lenses. We do not just provide a stylish or a colored lens for an event, WE ARE THE MAIN EVENT!

We surpass all measurements and needs regarding colored lenses, as our vision is always ahead. Usually, when people think of colored lenses, the first thing that comes to their mind is "Color Effect", while the first thing that comes to our mind is "HEALTHY Color Effect". As for us, we think of the patients' health first, whilst providing a dramatic NATURAL new look.

Tri-kolor is all about satisfying wearers' fashionable needs, in combination with a premium medically designed lens. **Tri-kolor**, the premium brand of colored contact lenses, is manufactured with the highest standardized methodologies and specifications, ensuring comfort and health as priority. **Tri-kolor** comes with a center thickness of 0.07mm, enhanced oxygen permeability, and a NEW modified 55% water content for a more comfortable and an extremely satisfying wearing period. The coloring process for Tri-kolor is carried out by applying the Micro-Pigmentation technique. Colors are injected inside the lens polymer to prevent color leakage to the cornea as well as to avoid direct contact with the eye and the eye lids, resulting in healthy and clear eyes. This patented technique definitely helps in protecting the eye from the colored dye material and preventing color removal caused by blinking and friction.

Tri-kolor comes in eight unique colors: gray, hazel, blue gray, blue, green, dark green, and the recent additions to the Stylish Line: stylish brown & stylish gray. **Tri-kolor** lenses are also available in a cosmetic-Plano, or a Prescription lens option, with the convenience of either monthly or annually replacement schedule. **Tri-kolor** covers a wide array of corrective powers, ranging from -10.00 to +8 Diopters.

In addition, it is also available in a Toric option for astigmatic patients.

Try our naturally looking and stylish colored lenses to find out what the Tri-kolor of your eye is!



Ramy Safwat
Jr. Territory Manager,
Contact Lens,
MI Kuwait

8 HIGH IMPACT FRESH COLORS

STYLISH BROWN NEW		BLUE GRAY		GRAY	
STYLISH GRAY NEW		DARK GREEN		GREEN	
		BLUE		HAZEL	

WAICON TRI-KOLOR
COSMETIC CONTACT LENSES

TRI-KOLOR stylish gray
4 Weekly Disposable Toric Soft Contact Lenses

SUPERIOR QUALITY PURE COLORS MAXIMUM PROTECTION



Scan using your smart device.

facebook.com/trikolor.contact.lenses

●●● BIOFINITY

A contact lens that exceeds your expectations

Why is Biofinity Different from other "High Oxygen" lenses?

The uniqueness of **Biofinity** lies in the incorporation of the Aquaform® Technology™ that produces a naturally wettable SiH material requiring no surface treatment or wetting agent. Moreover, the unique Aquaform® Technology™ uses longer siloxane chains, so less silicone is required to achieve a high level of oxygen transmissibility, resulting in a lower modulus which gives a softer, more flexible lens. In addition, the **Biofinity** features the same aspheric optics found in **Biomedics 55 Evolution**, which have been shown to reduce the spherical aberrations of the contact lens and the eye.

The Launching Experience

It has been a great experience for me personally to launch **Biofinity**. Among CooperVision contact lens lines, the **Biofinity** & Avaira contact lenses are the only two family brands incorporating the Aquaform® Technology, that is exclusive for CooperVision. However, **Biofinity** was the first product I launched & since its debut, I have learned a lot from that experience. All the promises made about the lens features & the levels of patient satisfaction that can be achieved were so easy to prove, with the high positive feedback reported by wearers. Currently, we are experiencing a rapid growth with this lens modality & an incredible switching from other leading brands to the **Biofinity** family line of lenses. In addition to prescribing it to their patients & family members, many eye care practitioners are wearing Biofinity, and have become regular wearers themselves. Optical shops are experiencing a very successful retailing of the product with great positive feedback. As a Territory Manager, I can truly acknowledge that launching a superior product such as **Biofinity** adds pride to my job in terms of achieving total patients' and practitioners' satisfaction.

Biofinity Marketing Support

We, at Medicals International, are committed to the success of our practitioners and customers. From that perspective, we are glad to offer the marketing support needed to help build their practice. Various marketing collaterals are being formulated to help in promoting our brands; ranging from flyers, posters, see-through and follow up cards.

We are Now on Facebook!

The **Biofinity** page was launched regionally with great success, ensuring our regional presence as a sole supplier and through which we have posts about contact lens updates, news, and tips directed to patients in simple bilingual messages of both Arabic and English. In addition, we will add a list of ophthalmologists and optic shops, divided by location and country to which we shall direct the queries coming to our page. If you wish to be added, kindly send us on: news@medicalsintl.com

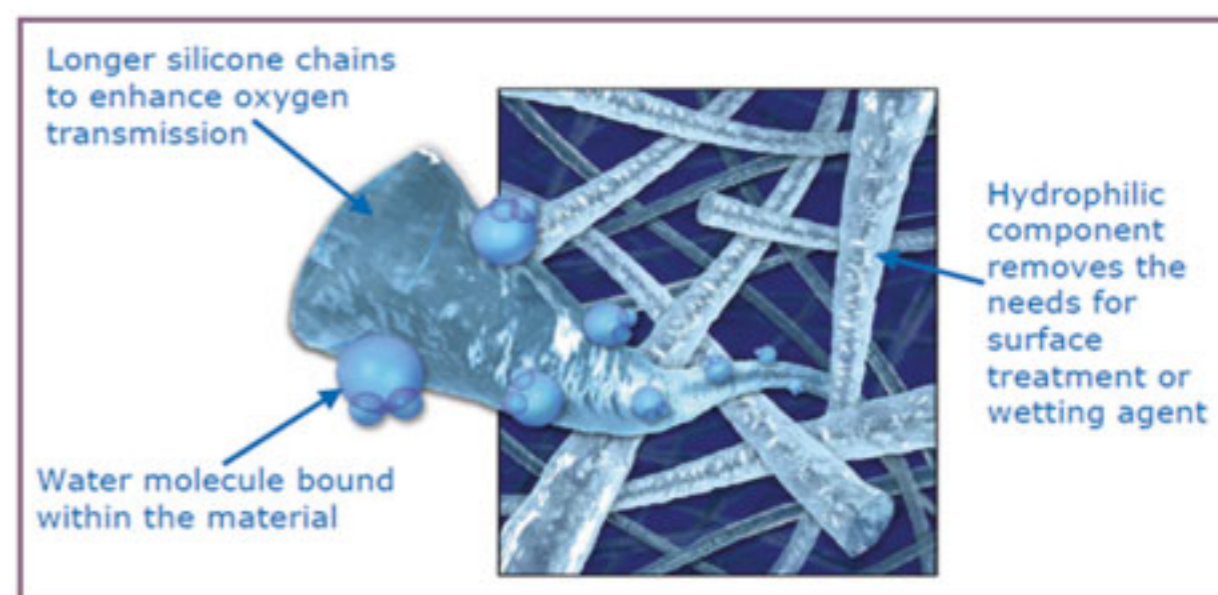
 facebook.com/biofinity.contact.lenses

www.medicalsintl.com



All-Day Comfort
Naturally Wettable Contact Lenses

biofinity®
AQUAFORM™ Comfort Science™



Mahmoud Kanawaty
Territory Manager,
Contact Lens,
MI Beirut



●●● VISIAN ICL DISTRIBUTORS MEETING Budapest 2013

Held at one of the most fascinating and interesting cities in Europe, Budapest was the venue for our ICL 2013 Annual Meeting. The meeting took place at the prestigious Intercontinental Hotel, in the capital city of the Republic of Hungary.

As accustomed by **STAAR Surgical** to organize the distributors annual meeting for all distributors across the Middle East, Europe and South Africa, it was a great chance to share & exchange ideas of different markets, which are forced by various internal and external factors with a lot of challenges. The opening speech by Mr. Hans Blickensdoerfer, president of EMEA-LA, was very interesting. He started his speech by asking the audience about their estimated figure of the implanted ICLs throughout 2012. Impressively, we had reached a total number of 60,000 ICL and TICL being implanted in 2012, solely. The inspirational speech by Mr. Hans conveyed to the audience the overall **STAAR** strategic plan, and how **STAAR Surgical** has always been keen on supporting their partner distributors around the globe.

Various interesting and informative topics were discussed. Examples were consolidated and ensured the success of the ICL in each market and country, as the globally most growing vision correction lens.

In addition, the **STAAR** team presented different topics covering the sales and marketing strategies adopted, as well as sharing sneak peaks of the upcoming new products bringing even more clinical solutions for the ophthalmologists.

At the end of the meeting, we had the opportunity to participate in the Round Table discussions, during which we had shared our experiences regarding the sales and marketing activities done; ranging from the ICL positioning to marketing tactics implemented, and the market growth achieved.

I was lucky enough to have the privilege of presenting Medicals International's Penetration Model for the Refractive market by which we have achieved great success in maintaining a growing market share for the ICL. In our market, we were able to function customized marketing techniques for the MENA region, where we operate. Egypt is a good example where we have a booming, and a consistent ICL market share growth for more than 7 years in a row. We will definitely continue this with the high rate of successful clinical outcomes achieved by using the ICL lenses.

In Medicals International, we believe in **STAAR Surgical** as being the world's most renowned manufacturer for Implantable lenses, with its exclusivity for the advanced **COLLAMAR** lens material. Our mutual cooperation with **STAAR Surgical**, ensures the strong regional presence across the MENA and GCC regions.



Ahmad Tabaga
Assistant Director of Sales,
MI Egypt



●●● **TOMEY SPECULAR MICROSCOPE EM-3000**

A User Testimonial by Dr. Ahmad El Masry

“The specular Microscope should be used as a regular routine for a successful cataract work up”

To understand the importance of the **EM-3000 Specular Microscope**, it is important to know that the loss or damage of endothelial cells can lead to an increase in the corneal thickness, resulting in corneal de-compensation and a total loss of vision. This necessitates the need for a corneal endothelium cell analysis before undergoing a cataract surgery. Despite the perfection and the high technology adopted recently in modern cataract surgery, the compromised corneas still compose an influential factor in the outcome results of Phacoemulsification.

The probability of finding corneal endothelial diseases is high, especially for Fuch's endothelial dystrophy (Cornea Gutata), which is considered to be one of the main drawbacks for cataract surgery. For this reason, the specular microscopy plays a vital role in facilitating the investigation needed for conducting a successful cataract operation. Currently, the **Specular Microscope** is being used as a regular investigative step before having the patient undergo a cataract surgery. This vital procedure gives precise indications on the corneal health, and it reveals any existing diseases, if found. Mainly, the Specular Microscope helps in maintaining a healthy cornea while operating. Moreover, it gives precise indications about the corneal thickness as well as on the overall condition of the endothelial cells in regards to the shape and numbers of cells.

The unique technology adopted by the **EM-3000** enables a wide photography range of 0.25 x 0.54 mm and allows for a maximum observation on the endothelium over a wide range. Photos can be taken at 7 points: the center and 6 peripheral points (2, 4, 6, 8, 10 and 12-o'clock positions on a $\phi 6$ mm arc). Because of the many photography points, the selection is made on the point with the best conditions even when the corneal surface is irregular. The corneal thickness is also measured at the same time. It is important to note that the **EM-3000** specular microscope supports a user-friendly interface, allowing the assisting staff to use it simply and permitting a quick precise analysis with the auto alignment and the auto shot functions in less than 5 seconds per eye.

Wide photography range and 7 capturing positions



“With the pre and post-operative Specular Microscope EM-3000, surgeons are now able to enhance the cataract outcome results by reducing the endothelium cell loss from 15% to almost 5%”

**According to the suitable surgical technique used.*

TOMEY
TECHNOLOGY AND VISION



Dr. Ahmed El Masry, MD
Professor of Ophthalmology,
Faculty of Medicine, Alexandria University,
Egypt



WHAT'S NEW IN

CRITICAL CARE

●●● MAQUET FLOW-i Making the Exceptional Routine

What is Flow-i?

FLOW-i is the next generation anesthesia machine that is based on the SERVO-i platform. It is a ventilator with over 40 years of established heritage from **MAQUET™**, the gold standard, innovator of critical care solutions.

Volume Reflector

The volume reflector, is the most prominent of the **FLOW-i**'s features, and this is what makes the machine a small miracle of modern engineering. The Volume Reflector is an innovative and patented technology developed by **MAQUET™**, which replaces the traditional bag-in-bottle, turbine and piston designs that are used in every other anesthesia machine. The Volume Reflector is essentially a rigid reservoir that re-breathes up to 95% of all gases, including nitrous oxide (N₂O).

FLOW-i Demo Work

I am very glad that after only a year of working with the **MAQUET™** Critical Care line, we were able to penetrate many medical centers. Technology demonstrations and installations at times took place in highly respected medical institutions including, the American University Hospital, Makased, Farhat, Bekaa, Chtaura, and Lebanon Cardiac Hospitals; in addition to, Hotel Dieu de France and University Medical Center-Rizk Hospital. In all of the covered centers & hospitals and after extensive trials, it was highly proven that the Maquet Critical Care line is superior on so many levels. During the demo work done, doctors were always curious and impressed to know more about how the system functions, shifting their practice to a dramatic change from the traditional bag in bottle method. Moreover, practitioners were fascinated by the accuracy of the Volume Reflector and how the exact set tidal volume and pressure are delivered to patients, which in turn increases the performance of the ventilation, leading to excellent results.

Shown in the photo above is a demo work done by my colleagues, Nathalie Antoun and Rashad Bou Assi, at AUBMC in Beirut.



MAQUET

GETINGE GROUP



Mazen Fayad
Sr. Sales Manager,
Special Assignments,
MI



WHAT'S NEW IN

DENTAL CARE

●●● ASTRA IMPLANT SYSTEM BY DENTSPLY Astra Users Meeting in Lebanon



Medicals International Beirut has the honor of organizing an annual **Astra Tech Users Meeting**, during which we have the opportunity to meet with our valued doctors.

Dated on the 19th of September 2012, the meeting was held at the Hilton Habtoor Hotel. Medicals International was honored by the attendance of almost 70 of the most recognized dental practitioners in Lebanon.

Prof. Nada Naaman, Dean of the Dental Faculty at the St. Joseph University and Prof. Mounir Doumit, Dean of the Faculty at the Lebanese University gave us the privilege of being the moderators for our meeting. Also, Prof. Christoph Hamerle, one of Astra Tech's top speakers and researchers, lectured about the guided implant placement system, while Dr. Beainy discussed some clinical cases and the high success rate of this treatment method.

On another note, Mr. Riad Shehadeh, the Middle East Area Manager at **DentsPly**, proudly announced the merging of the two most successful and innovative dental implant businesses: **DentsPly Friadent** and **Astra Tech Dental** to form **DentsPly Implants**.

Our President, Mr. Walid Barake, ended the meeting with a small recognition ceremony honoring some of our guests, and the evening concluded with a cocktail party, where all attendees shared different ideas and experiences.

The event was a memorable gathering for all and we are looking forward to our next meeting to share even more up-to-date technical news in the field of dentistry.



Maan Beainy
Territory Manager,
Dental,
MI Beirut

ASTRA TECH DENTAL *Get Inspired*

ASTRA *ASTRA TECH*

Astra Tech BioManagement Complex™

Function, beauty and biology in perfect harmony

$A = \pi (r_1 \times S_1 - r_2 \times S_2)$

$M = F \times r$

OsseoSpeed™
— more bone more rapidly

MicroThread™
— bio-mechanical bone stimulation

Conical Seal Design™
— a strong and stable fit

Connective Contour™
— increased soft tissue contact zone and volume



WHAT'S NEW IN

AESTHETICS

●●● **ULTHERA, INTRODUCING THE NEW AMPLIFY SYSTEM**

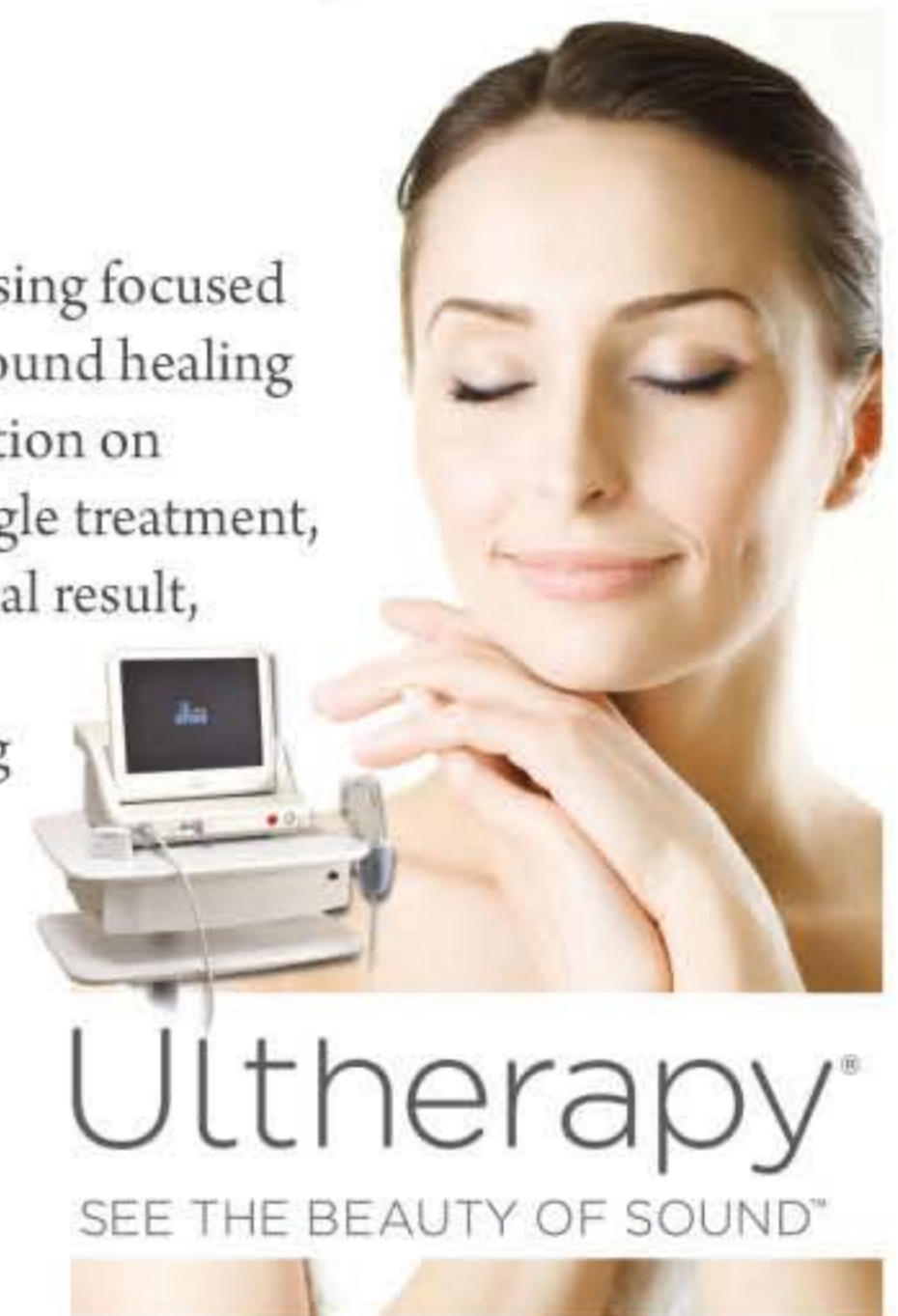
Gravity is getting you down...Literally?

Aging is a natural process that every person experiences and it is taking its toll on our skin, as it becomes wrinkled and thinner. Skin lifting was considered to be a common invasive procedure for lax skin. However, with the tendency to shift towards non-invasive procedures and risk-free treatments, **Ulthera** has found its position in the medico-aesthetic field as the leading company specializing in therapeutic ultrasound technology.

How is it different from other Infrared, RF & IPLs competing aggressively in the market?

Ultherapy is a micro-focused ultrasound treatment targeting the SMAS* layer, using focused thermal coagulation points intended at inducing micro-injuries to stimulate a wound healing process. This process results in immediate skin contraction and collagen stimulation on the long run, forming new collagen at a peak time of 3 months. During ONE single treatment, **Ulthera** gives an ON SPOT non-invasive skin lift effect with up to 50% of the final result, and patients actually LOVE it!

The deposited TCPs** are focused, which allows for energy concentration, giving a higher thermal effect compared to bulk heating seen with other treatment modalities. The temperatures reached in this treatment are as high as 60-70 degrees Celsius, for a Neo-Collagenesis* effect. Last but not least, the treatment depth reaches a 4.5 mm of penetration, same depth where plastic surgeons usually work during the invasive facelift surgery! Because of the depth of the treatment, and the pain that might be associated, **Ulthera** has launched a new Amplify System update.



The three key elements are summarized into:

- Elevating patient comfort by lowering energy settings without compromisation on effectiveness.
- Increasing efficiency with a new user interface for easier navigation.
- Improving treatment guidelines according to new protocols.

We are proud to include a User-Testimonial by Dr. Hasbini, Head and Neck Surgeon and Medical Director at GOMAC, sharing with us the amazing clinical results achieved by using **Ulthera** for a non-invasive skin lifting session, Dr. Hasbini used the New Amplify System update on a 54 year-old patient. You can see the before and after photos, this result was achieved after only ONE **Ultherapy** session.



“Ultherapy is an amazing technology that made a big leap into the future of non-invasive facial procedures. I call the procedure a “Scarless Mini-Face Lift”. Moreover, if you do a good patients’ selection (mostly between ages of 35 – 55) and work out their needs by defining areas of sagginess rather than only doing whole areas, you can get model faces most of the times for your clients”.

Dr. A. Hasbini
The Head and Neck Surgeon & Medical Director at GOMAC

*SMAS: Sub-Musculo Aponeurotic Layer
*TCP: Thermal Coagulation Point
*Neocollagenesis: Formation of new collagen



Celine Choueiry
Jr. Territory Manager,
Aesthetics,
MI Beirut



PRODUCT IN FOCUS

●●● LAUNCHING BIOMEDICS 1 DAY EXTRA

Greater comfort, patients preferred.

Supplied regionally through **Medicals International**, CooperVision is officially announcing the introduction of a new daily disposable contact lens that offers greater comfort while providing a seamless transition from its predecessor. The company has added **Biomedics 1 day Extra** lenses to its portfolio of daily disposable contact lenses. According to clinical research, the product is preferred by wearers on several measures when compared to its predecessor, Biomedics 1 day.²

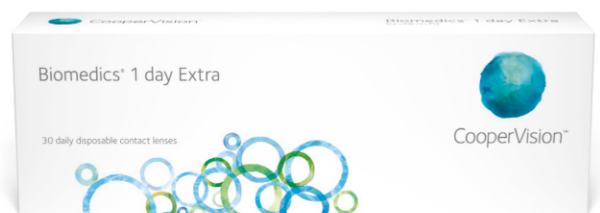
Added comfort for patients

Biomedics 1 day Extra lenses combine an established design with comfort-enhancing attributes. The lens is engineered to minimise lid interaction, features mid-water content and offers excellent wettability and centration² - all of which help provide day-long comfort. In clinical trials, wearers rated the new product higher in terms of overall comfort and more comfortable upon insertion and removal than Biomedics 1 day.² with focus on comfort as research has shown that it is the number one desire of contact lens wearers worldwide.⁴

Seamless Transition

Clinical studies also show that patients using Biomedics 1 day lenses can be seamlessly transitioned to **Biomedics 1 day Extra**¹ with minimal chair time, an important factor for eye care practitioners.³ The new lens maintains the same fitting characteristics as its predecessor in terms of push up, post blink movement and overall centration.¹ Furthermore, the lenses are comparable for ocular physiology after one week of wear.² “The introduction of **Biomedics 1 day Extra** lenses will enable eye care professionals to offer seamless upgrades to current Biomedics 1 day wearers. The established design and comfort-enhancing features provide a benefit when comfort is an important factor in wearer lens choice or for those who are entirely new to daily disposable lenses. **Biomedics 1 day Extra** is now available in sphere powers of + 6.00D to -10.00D and in base curves of 8.6 mm and 8.8 mm. The lenses are available in packaging options of 30 and 90-day revenue cartons, as well as five-day trial cartons.

For more info about available packaging options, kindly refer to the local MI office.



 [facebook.com/1dayextra](https://www.facebook.com/1dayextra)

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. [NYSE: COO], is one of the world's leading manufacturers of soft contact lenses. Dedicated to continually bringing a refreshing perspective to the contact lens experience for practitioners and patients, CooperVision specialises in lenses for astigmatism, presbyopia and ocular dryness. The company routinely collaborates with eye-care professionals in the research and development of relevant products. CooperVision manufactures a full array of monthly, two-weekly, and daily disposable contact lenses featuring advanced materials and optics. For more information, visit www.coopervision.com.

About the clinical studies

1. Biomedics 1 day Extra Study, 2009, data on file
2. Clinical Performance of the Biomedics 1 day Extra vs Biomedics 1 day, 2011, data on file
3. CooperVision, US Market Research, 2001, data on file
4. CooperVision Global Market Research, 2011, data on file

Marketing Department
CooperVision, UK



COUNTRY IN FOCUS

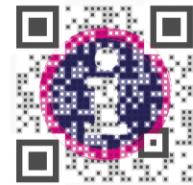
●●● OMAN IN FOCUS

A busy 2013 for **MI Oman** team, devoutly preparing and holding intensive training sessions and symposiums, associated with the launching of new ophthalmic technologies.

●●● AL NAHDA HOSPITAL

With the help and the organizational efforts of Dr. Naila Al Harthi, representing the Ophthalmic Dept. at Al Nahda Hospital, different scientific meetings were held, during which we had the opportunity to conduct a training session about “Cornea Diagnosis & Ultrasound Imaging”. We were honoured by the attendance of Dr. Mohammad Hantera, Dr. Majdi Mansour, Mr. Sylvian Durance, and Mr. Roberto Parizia, who all shared with us their long professional field experience. The training session covered in details the Ellex Eye Cubed, Intacs SK, and Rose K lenses.

Scan to view a tutorial video for Ellex Eye Cubed about **Performing Immersion Biometry**.



●●● FINLAND EYE CENTER

Launching the NEW Ziemer LDV Z6

Medicals International was proud to launch the **NEW Z6** model at the Finland Eye center, where we had organized a lecture given by our product and clinical application specialist, Eddy Geryess. A presentation about the various applications and features of this state of the art machine was given by Eddy, who had highlighted as well, the best practices and the different uses for the new **LDV Z6**.



●●● MUSCAT EYE LASER CENTER

KAMRA Inlay Success

Medicals International, AcuFocus USA and Muscat Eye Laser Center, have the pleasure of announcing that a year has passed since the successful launching of the **KAMRA** inlay in Oman as a 1st choice option for presbyopia correction. Thanks to Dr. Maria Clara and her talented team for ensuring a series of postoperative, happy and satisfied patients.



Elie A. Aziz
Sr. Sales Manager,
Consultant,
MI



Ahmad Zidan
Territory Manager,
Contact Lens,
MI Oman



Zaid El Jaber
Territory Manager,
Ophthalmology,
MI Oman





●●● MI RECOGNITION AWARDS

Because **Medicals International** strongly believes that the human asset is any organization's most valuable asset, our HR Department had the pleasure of organizing a number of award ceremonies and social events, in an ingenuity of recognizing the high performance employees (MI Calibers). These events were held across MI offices, of which we have included Egypt, Dubai and Beirut in this issue.

MI Egypt



MI Dubai



MI Beirut



●●● MI SPONSORING OF AUB RED CROSS EVENT



MI had the honor of being one of the big sponsors for the **AUB Red Cross Game Show Night** that was held at the AUB, Lebanon. The **Game Show Night** is an awareness campaign that has been organized by the **AUB Red Cross Club** (Youth Department) for the past four consecutive years. The aim of this year's event was to spread awareness about mental disorders and to raise money for organizations that are concerned with this cause.



●●● ASCRS FILM FESTIVAL AWARDS

Medicals International and AcuFocus™ would like to congratulate Dr. Waleed Saleh Al-Tuwairqi for winning the **ASCRS 2013 Film Festival** award in the field of Refractive Cornea Surgery for the development of the film entitled, “Combined LASIK and Small-Aperture Inlay Procedure.” Dr. Al-Tuwairqi has been featured in AcuFocus’ monthly newsletter, KAMRA Snapshots, and his video has been highlighted on the AcuFocus Learning Center for other KAMRA Vision™ providers and staff members to view. Mike Judy, Chief Commercial Officer at AcuFocus, shared “Congratulations on this wonderful achievement. We are delighted to have you as a KAMRA Vision provider and look forward to seeing your continued success.”

The video can also be viewed on YouTube.

Scan to view



●●● EOS EGYPT

The **Egyptian Ophthalmological Society** organizes its annual meeting, which takes place within the 1st quarter of each year. This year’s meeting was held on the 13th - 15th of March, 2013, in Cairo at Al Azhar Conference Center.



●●● SOS KSA

The **Saudi Ophthalmology 2013 Conference**, was held at the King Fahd Cultural Center, Riyadh, Kingdom of Saudi Arabia, on the 3rd – 6th of March 2013, corresponding 21 to 24 Rabi’II 1434.



Medicals
International

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