

VISION

with **ATTITUDE**

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●●● A WORD FROM THE FOUNDER

Perspective 2020



Definitely the year 2020 will mark human history in black. The might of the advanced world with its enormously capable military and financial power along with trillions of dollars spent on preparedness and scrutinizing potential threats all fell apart in confronting a virus. What a shame!.

We have lived years of freedom, prosperity and ability to move intercontinentally bringing the whole earth close to everyone with incredibly sophisticated means abandoning behind mother nature & developing urban sterility. One day with one odd interaction between civility and wilderness humanity came to a standstill. What have we learned?

At MI mission statement, I have clearly identified nature as a partner. I wrote that day in 1993 whilst drafting MI establishing plans that we will act as a corporation responsibly; "becoming a positive social player and we will help in maintaining a clean and green environment".

The pandemic we are living through is a simple wakeup call reminding us about our fragility as individuals and our vulnerability as corporations. Our strength as humans must be driven from fundamental & traditional living. Our power as organizations consider beside financial strength, growing in harmony with our environment in every aspect of our practices.

As an organization, we have taken advantage of the slow pandemic days to strengthen our internal practices; building phenomenal visibility through our advanced ERP system and creating a stronger back office at our HQ. Our sales organization & management team have learned to work for extended miles virtually and bring our team together with zero carbon emission. The Hybrid model that will come after this crisis will enable us to expand geographically faster and smarter. Our social commitment & social responsibility programs will be extended.

Tomorrow is another day. Tomorrow is a better day. I like to assure every one of our preparedness and readiness.

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



We think of the patient first!

www.medicalsintl.com



WHAT'S NEW IN

VISION CARE

••• Medicals International 2nd Contact Lens Scientific Day



Celebrating the company's Silver Jubilee, Medicals International held its second contact lens scientific day, the Art of Vision, on Sunday, June 9th, 2020, at Emirates Hall, located in Hilton Habtoor, Lebanon. The meeting conveyed the latest innovations and clinical insights given by world-class speakers presenting lectures and giving live fitting sessions of the very latest contact lens techniques. The main topics consisted of different lectures on Keratoconus, as well as, Corneal Distortion, Presbyopia, and Myopia Management.

Hundreds of optometrists from Lebanon, Cyprus, Jordan, and Morocco attended informative sessions given by Dr. Paul Rose from New Zealand, Dr. Stephen Byrnes from the United States, Mr. Karl Aberdeen from the United Kingdom, Dr. Bassima Al Delaigan from Saudi Arabia, Dr. Bachir Abiad and Dr. Daoud Fahd from Lebanon.





Future Lebanese Optometrists



Our guest Cypriot optometrists



Some of our guest Lebanese optometrists



All smiles during coffee breaks!



The MI A team!



On breaks, we connect!



Engaged attendees...



Listening carefully to the speakers...



That's interesting! Let's take a shot!

The scientific gathering celebrated the incredible 25 years spent building together our vision for a strong Vision Care industry, both locally and regionally! Medicals International will continue to be committed to the advancement of science and we take true pride in organizing such well-researched and prepared events.



Our renowned speakers in action! **From Left to Right: Dr. Abiad, Dr. Fahd, Dr. Rose, Dr. Byrnes and Mr. Aberdeen**



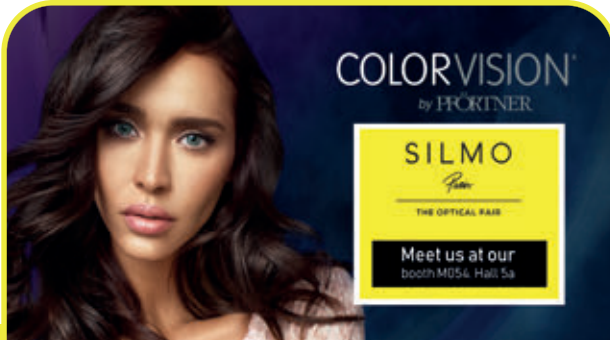
From Left to Right: with Lebanese, Jordanian, and Moroccan optometrists...



WHAT'S NEW IN

VISION CARE

●●● Introducing Color Vision to the World



Color Vision participated at the SILMO Paris 2019, embarking on a new journey exposing it to international markets!

Silmo Paris is an internationally renowned exhibition for optics and eyewear, hosting more than 1,548 brands each event. Passionate and loyal exhibitors from 42 different countries, mixed from fashion, health, techno retail, optic mounts, contactology, and optician material businesses meet every year in Villepinte, Paris to welcome industry enthusiasts from around the globe.

This year, Color Vision was part of this huge exhibition that took place from the 27th to the 30th of September 2019. The booth was strategically located at Hall 5A M054.



With a doctor of optometry from New York, discussing the technology that goes into the manufacturing of Color Vision, being so naturally worn by our model!



Thanks to the attention to quality, detail, and safety that goes into its manufacturing, Color Vision shined bright at Silmo, grabbing international attention from experts spanning from Japan to Canada.

The booth remained crowded throughout the entirety of the 4 exhibition days, where doctors, optometrists, and opticians from all over the world received first-hand insights on the creation and specs of this premium brand.



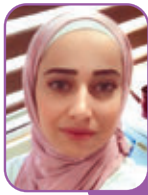
Thank you for showing a huge interest in Color Vision!



Maximo Pfortner, representing the Pfortner family, stood alongside the Medicals International team during the exhibition, adding to the success of the booth by offering a well-needed description of the manufacturing process.

From Left to Right: Mr. Anatole Diep, President of Menicon SAS, Mr. Tarek Dibie, MI Partner, Mr. Walid Barake, MI President and Founder, Mr. Maximo Pfortner, General Manager at Pfortner Optik.

●●● Just Like Clothing, Contact Lenses Have to Fit!



Hanan Al Smadi
Territory Manager, Vision Care
Jordan

We are very blessed to be working in a progressive industry. Recent studies show that global soft contact lens market expected to reach \$12.6 billion by 2027 with Compound Annual Growth Rate (CAGR%) of 6.8% over the period 2020 -2027, and it has been segmented into the following categories for the next 7-year period:

- Daily Soft Contact Lens is projected to record 7.8% CAGR
- Weekly Replacement Lens segment is expected to reach 6.9% CAGR
- Monthly Replacement Lens Segment to Record 5.9% CAGR.

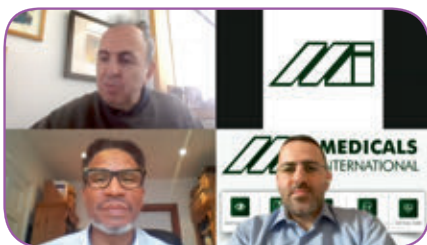
According to the world health organization globally an estimated 153M people are suffering from uncorrected refractive errors, this increasing prevalence of ocular disorders due to changing in the Demographic factors including aging population, growing urbanization, and rise in diabetic incidences is anticipated to fuel market growth. Also, the growing awareness about the therapeutic potential of contact lenses which combined with significant rise in R&D activities in the field of optometry and optics are other factors that increased the global market growth.

The main challenge within the contact lenses business is the high dropout rate. Despite the many technologies, developments and launching of new contact lenses and care solutions, the dropout numbers from more than 25 years ago remain largely unchanged today, approximately one-third of lens wearers had dropped out, due to discomfort, dryness symptoms, poor vision and challenges with insertion and removal.

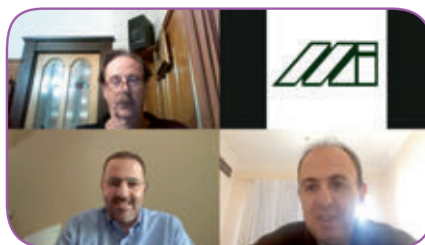
Studies showed that small reductions in dropout rates can result in significant changes in the overall lens wearer base, if we could reduce the dropout rate by as little as 3.5% yearly between 2020 and 2040, we could double the number of contact lens wearers in our practices. Therefore, the main aim is to attempt to reduce the dropout rate, by paying greater attention to all components of the contact lens fit, lenses, modality and care products, patient education on proper wearing habits, cleaning and care and comprehensive follow up specially with new wearers, all play a significant role in increasing customers retention. One of the most common causes of contact lenses dropout is the distorted vision, which results from wearing the wrong contact lens prescription, especially astigmatic cases in which astigmatism is left uncorrected despite the availability of toric contact lenses. Approximately 47% of patients have 0.75 D of astigmatism or more in at least one eye, but toric contact lenses, are only fitted on approximately 25% of patients. In relatively recent history it may have appeared sensible to ‘hold-off’ recommending soft toric contact lenses for lower amounts of astigmatism; the lenses were more expensive, fitting took longer, and ultimately vision may not have been significantly improved over a spherical lens, with comfort potentially being worse, but Today’s soft toric designs and materials offer better optics, improved stability, a wider range of stock parameters and the option of daily disposability, so prescribing contact lenses should be no different than prescribing glasses, Just as practitioner would fully prescribe cylindrical correction in spectacles – with some exception-, it is equally as important to fully correct astigmatism in contact lenses, even for those patients with low cylinder, because uncorrected astigmatism results in reduced visual acuity, which can make a significant difference in visual comfort.

The growth of the contact lens market is just one of many optical market trends that Eye Care Professionals should watch to keep up with the wants and needs of their patients/customers. If you offer customer-centric eye care, based on education and retention, you'll be providing your patients with the best products and services. It means working smarter, not harder to achieve better outcomes for your customers. If we can prevent dropouts from occurring, we can recapture a significant amount of income for our bottom line while taking better care of patients. That’s why we’ve been always at Medicals International “We Think of The Patient First”.

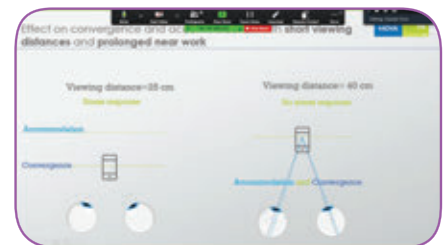
●●● MI Academy Webinars



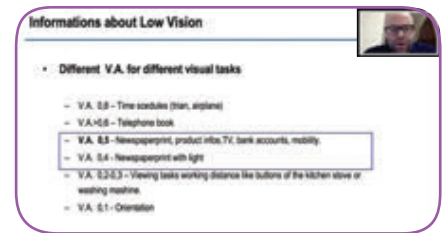
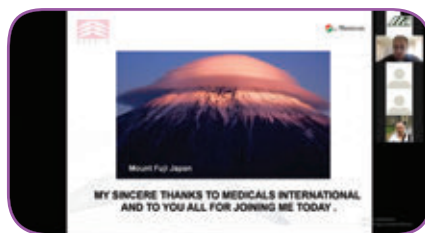
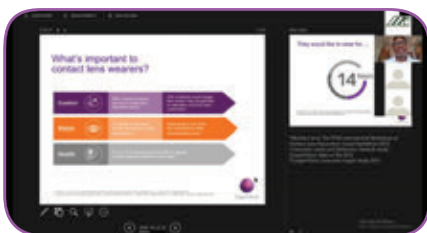
3rd Generation Si-Hy Technology webinar with Mr. Karl Aberdeen



The Advanced Options in Rose K2 Designs webinar with Dr. Paul Rose



Insights on Digital Eyestrain by HOYA



Insights on Eschenbach Low Vision Aids



WHAT'S NEW IN

VISION CARE

●●● ClearSoft: Tout ce qu'une lentille devrait être!



Hajar Larhrissi,
Jr. Territory Manager, Contactologie
Maroc

Au Maroc, CLEARSOFT a été accueillie depuis la fin de l'année 2019. En tant que Territory Manager, j'ai eu de la chance d'introduire au marché Marocain une lentille transparente hors normes qui a connu un succès, et ce, grâce à sa qualité et ses paramètres développés.

La santé de vos yeux est notre métier ! Nous croyons que chaque œil est unique et prêtons attention à tous les détails, portant de la fabrication des lentilles très souples, plus claires et mieux ajustées à vos yeux, jusqu'à la suprême satisfaction du patient.

Votre marque CLEARSOFT est le fruit d'une collaboration avec un laboratoire de renom Mark'ennovy basé en Angleterre - des spécialistes connus pour leur



excellence et connaissance du métier. La technologie de fabrication utilisée est le moulage avec micro-précision brevetée qui donne un très faible taux de rejet.

Les CLEARSOFT se définissent comme des paires de lentilles de contact hydrogels,

fabriquées en matière du *Filcon IV 2* qui permet à chaque unité de garder une finesse et perfection absolue. La forme symétrique de CLEARSOFT permet de faciliter l'usage, de plus d'une hydrophile de 55% pour un confort et une durée jusqu'à 8 heures de port par jour.

We think of the patient first, CLEARSOFT vous offre une gamme spéciale répondant aux paramètres de myopie -10 et d'hypermétropie +8, une courbature de 8.70 et un diamètre de 14.40 mm.

Que demandez-vous de plus? Une lentille médicale avec une manipulation plus rapide? Moulées? Et stériles dans une solution saline tamponnée? Asphérique? Un service premium avec une garantie d'usage? Une Livraison rapide? Nous sommes là spécialement pour vous et à votre totale disposition!

●●● First Activities in Turkey

Medicals International Türkiye'deki optik mağazalarında ilk aktivitelerini Korona Virüs etkisini göstermeden hemen önce düzenledi. Optik mağazalarında Color Vision standı açarak müşterilerle birebir iletişim kurdu. Color Vision renkli lensler hakkında ve şirket hakkında bilgi verip onların sorularını yanıtladı.

Tüm günü optisyenlerle geçiren Medicals International onların da sorularını yanıtlarak müşterilerle iletişim konusunda onlara destek oldu. Aktivitelerimizi gerçekleştirdiğimiz bazı mağazalarımız; Akmer Optik, Oda Optik, Sağlam Optik, Mehmet Özkan Optik, Kaynak Optik. Korona Virüs sebebiyle mağaza içi aktivitelerine ara veren firmamız en kısa sürede aynı hızla kaldığı yerden devam etmeye hazır. O zamana kadar herkese sağlıklı günler diliyoruz.



●●● Teams in Action

A collection of activities held by our teams in Jordan, UAE, Bahrain, Cyprus, Egypt, Saudi Arabia, Oman and Kuwait





WHAT'S NEW IN

OPHTHALMOLOGY

●●● MI's 1st Congress in Morocco: North Africa's Charming Nation



Marino Shoukrey
Regional Sales Manager, Ophthalmology
North Africa

A year ago, when I first set foot on my beloved Morocco I was taken by the fertility of the land, the warmth of the people and the cosmopolitan lifestyle of this combination of Andalucía, Africa & Arab nation. Morocco, a land extending on thousands of kilometers of exquisite beaches on the Mediterranean Sea, restless Atlantic Ocean & Ancient inland cities such as Fes & Meknes where you find the oldest university is also about a vibrant community of intellectuals, smart doctors and highly sophisticated ophthalmic centers. I am blessed to be given the opportunity to extend my career's scope & to help develop our Medicals International business in this land of opportunity.



Khawla Abou Taib
Ingénieur de Service et Administratrice
Maroc

J'ai rejoint l'équipe de Medicals International Maroc le 11 Novembre 2019, ma joie de travailler avec toute l'équipe était si grande. Le congrès SMO était notre premier défi que nous avons organisé en tant qu'un seul corps et nous avons essayé de le bien réussir. Travailler dur tout le temps était primordial.

SMO est un grand congrès à l'échelle nationale où un grand nombre de médecins marocains et étrangers étaient présents. A travers ce congrès, les médecins ont ressenti notre existence, avec un stand en vert courageux, et si élégant, personne n'a pu résister, la majorité des visiteurs est venue voir ce que nous faisons et découvrir nos produits. Tout au long des trois jours de ce congrès, notre stand a connu une très bonne ambiance, il y avait même des médecins qui étaient si heureux car ils ont trouvé de nouveaux produits enfin présents au Maroc.

Under the High Patronage of His Majesty King Mohammed VI, may God assist him, the 33rd



National Moroccan Ophthalmological Society Congress SMO was held on 23-25 January 2020 at Hyatt Regency Hotel in Casablanca.

The Meeting attracted more than 1,200 delegates from different countries, including more than 900 delegates from the host country Morocco.

During the meeting, MI Morocco showcased a wide range of innovative and high-end platforms in Ophthalmology and Vision Care from Oertli Instruments AG to ESW which attracted numerous ophthalmologists to our booth. We would like to extend our thanks to all customers, delegates and exhibitors who gave us the opportunity to be there.



Notre but principal était de bien ancrer notre nom dans le marché, d'être visible et présent en tant que Medicals International, que personne n'a pu le nier grâce à notre stand qui était plein et très encombré.



L'équipe Medicals International Maroc avait l'occasion et l'immense plaisir de travailler sur cet événement, de le faire réussir et de récolter le fruit de ce grand travail.



●●● An Ideal Combination



Dr. Mohamed Hosny, MD, PhD
Professor, Consultant, Cornea & Refractive Surgeon
Dar El Oyoum Specialized Eye Hospitals, Egypt

I have been working as a Cornea and Refractive surgeon for the past 22 years. Throughout my career, I have adopted and adapted to many technologies that served my subspecialty and more so, my patients. In 2012, I began my journey with femtolasers and since then I became a die hard fan. I perform 100% of my Lasik procedures and corneal transplant procedure with the femtolasers. I have numerous publications on different femtosecond laser keratoplasty techniques and have lectured extensively on this topic in different parts of the world.

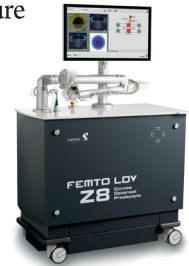
Last year, I decided to add the Ziemer Z8 to our armamentarium at Dar El Oyoum Private Eye Hospital in Cairo. With the outstanding support of Medicals International, we expressed our wish to acquire the Ziemer as well as the Schwind Amaris Excimer laser machine and they paved all the way and in no time we had both machines.

Me, being a seasoned refractive and corneal surgeon who has spent decades using top notch machines, I thought that this combo would definitely satisfy my patients needs and will perform up to my expectations, just as other high end competition platforms do...

I was wrong, these two machines outsmarted all other platforms and Femto/Excimer suites I have used. The performance is truly unparalleled. To enumerate all the advantages over competition, I will need a whole edition of this journal but I will just outline few advantages;



Regarding the **ziemer FEMTO LOV Z8**, the mobility and versatility of this machine is simply unbelievable. We run a high volume keratoplasty service and having the machine in the OR just next to the microscope is simply awesome. I have videos and presentations on how to avoid losing the anterior chamber of the patient after the laser cut during transportation from the laser room to the OR. These presentations now are totally useless with the laser machine just next to you and no need to transport the patient at all. This really is a game changer. As for the capabilities of the laser in performing much more complicated wound architecture than other machines as well as the INGENIOUS DALK tunnel which makes the procedure reproducible even in trainees' hands. The ability of placing ICRS at different depths of the cornea according to the different thickness in different zones, the almost "bubbleless" division of the nucleus in Femto-Cataract surgery all are just a few of many advantages.



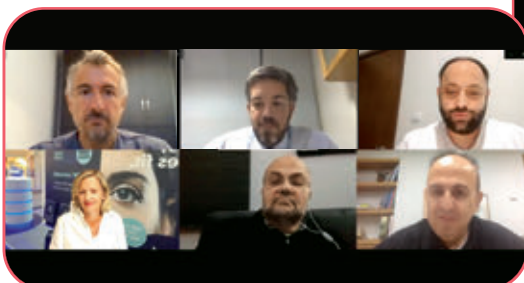
As for the **SCHWIND AMARIS 500** that is another story. We purchased the system with the very capable Ocular Wavefront aberrometer PERAMIS and the Superb Tomographer SIRIUS. They waltz together and provide me with a TRUE usable full profile for my patients' optical system. I have been doing wavefront guided treatments since 2004 but I was never able to scan different areas in the pupil and know the exact wavefront error in it, then compare this with the corneal tomography. I was never able to choose which HOA to treat and avoid the treatment of HOAs that are clinically insignificant to decrease my ablation depth and save corneal tissue, again these are just a few for the many superiorities of the Schwind AMARIS over other Excimer machines.



Having these two machines at our center has really enhanced our Refractive and Anterior Segment services, and above all, has made my OR day a real pleasure. Thank you MI for putting peace in our surgeons' minds and smiles on our patients faces.

●●● MI Academy Webinars

Discover TearCheck with ESW Vision
Big thanks to Drs. Sherif Ahmed, Daoud Fahd & Luca Vigo for joining us as panelists!



The Art of Vitreolysis with Ellex
Big Thanks to Prof. Ahmed El Massry & Dr. Roxanne Fulga for your insights!



A Ziemer Webinar
Big Thanks to Profs. Shady Awwad, Theo Seiler, Yehia Salah, Mohamed Hosny, Asst. Prof. Khaled El Afraj & Dr. Saeed Al Gehedan for your erudite presentations!

●●● Doctors' Insights



GLAUKUS
Transforming Glaucoma Therapy

Although the iStent ^{TRABECULAR MICRO-BYPASS} is the world's smallest implant invented, yet it delivers a big impact for reducing medications for glaucoma patients. Being a cataract and glaucoma specialist makes me face many cases scheduled for cataract surgeries that are using eye drops they would love to ditch. With iStent, adding just an extra minute to the normal time I take for cataract surgery, I provide my patients with a very safe and quick way to decrease their dependency on glaucoma eye drops. A very easy technique to learn and it is indeed yielding great results for cases of mild to moderate glaucoma.

SmartSurface technology, one of Schwind's ^{eye-tech-solutions} great contributions to refractive surgery, gives us the advantage of more precise and personalized ablative treatment of the corneal surface. It allows us to treat even higher diopters of patients with transepithelial PRK safely and perfectly, including hyperopic and astigmatic-hyperopic eyes. We would like to thank both Schwind – an indispensable pillar of refractive surgery, and Medicals International – introducing us to this technology with their friendly sales and talented service team.



Dr. Sermal Arslan
Universal Eye Center, Elazig,
Turkey

Dr. Abdelfettah Benkirane
SAMIR President
Ophthalmologie - Casablanca,
Morocco



Notre expérience avec le nouveau laser LDV Z6 femtoseconde, après avoir essayé le femto-LDV CrystalLine, est très satisfaisante. En dehors de la simplicité de l'utilisation, ce nouveau laser permet d'ajuster, même après avoir effectué la sussions, la position du capot et le centrage sur la pupille. Pour le capot la découpe et le soulèvement ^{FEMTO LDV Z6} sont très facile.

Dr. Ahmed Shabana, MRCSEd
Glaucoma Specialist
Al Zahra Hospital Sharjah-UAE
& M.I.O.R-Egypt



The use of advanced technology is perhaps the most crucial factor of the service in ophthalmology. Supporting our physicians who follow scientific developments closely and have deep experience with advanced technology is an

essential element of our success. Laser refractive surgery is an area where technology is continuously and rapidly developed. Currently, we operate with ^{eye-tech-solutions} Schwind Amaris devices in 5 of our clinics that are located in 2 biggest cities (Istanbul and Ankara) of Turkey, with the great support of Medicals International. Trans PRK treatment, that we brand 'No Touch Laser', can best and only be done with Schwind Amaris devices. With the careful approach of our physicians, our patients are delighted with the results. In a short period of time, we have gained a large share of the total Excimer Laser treatment market. We value Medicals International's rigorous approach in providing uninterrupted support and service with our lasers. We thank you.

Ibrahim Bayraktaroğlu
General Manager
Veni Vidi Healthcare Group, Turkey



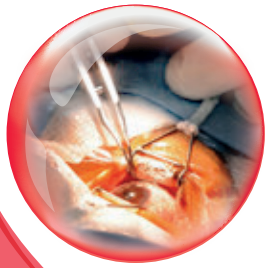
Ever since I got involved in the dry eye disease (DED) realm, I am constantly amazed with how much morbidity this condition can cause to patients. It is reported that its prevalence can reach up to 30%, with the most recent description being that it is "a multifactorial disease of the ocular surface characterized by a loss of homeostasis of the tearfilm, accompanied by symptoms, tearfilm instability and hyperosmolarity, ocular surface inflammation, damage, and neurosensory abnormalities" (DEWS II report, 2017). For this reason, artificial tears alone are not always effective.

I started using the E-Eye machine ^{E-EYE} (ESW-Vision, France) in 2019. I already treated more than 25 patients with DED with pulses given at d0, w2, and w6. This Intense Regulated Pulsed Light/Ocular Pulsed Light machine (IRPL/OPL) delivers high intensity, regulated pulsed light that results in meibomian gland warming, vascular coagulation, neural stimulation, decrease in Demodex load, and connective tissue remodeling. The treatment is fast, regulated, and office-based: patients get the treatment and continue their day with no effect on their activities, thus continuing their day normally. In my experience, all tested patients reported improvement in their symptoms within the first two weeks with decreased reliance on artificial tears. Objective measures were also improved in subsequent clinical visits.

In conclusion, we currently have a new alternative to artificial tears and a good additive to our armamentarium of treatment options for patients with DED.

Dr. David Fahd
Cornea, Cataract and Refractive Surgery Consultant
Keserwan Medical Center, Lebanon





WHAT'S NEW IN

OPHTHALMOLOGY

MI Ophthalmology Conference Room at AUBMC

On February 6th, 2020, the American University of Beirut Medical Center (AUBMC) held a dedication ceremony to the Medicals International Ophthalmology Conference Room in the presence of Professor Dr. Bahaa Nouredine, Chairperson of the department of the Ophthalmology, and Dr. Ziyad Ghazzal, Interim Medical Director and Chief Medical Officer of AUBMC, along with MI Leadership and team.



Dr. Bahaa Nouredine, Chairperson and Professor, Department of Ophthalmology, applauded Mr. Barake's journey among fierce competition nationally and regionally "to currently end up with one of the leading innovative companies in the sophisticated high-tech world of Ophthalmology". He thanked Mr. Barake for his philanthropic contribution supporting AUBMC's path to excellence in Ophthalmology with the establishment of the Refractive Cataract Surgery Excellence Center that "enjoys the presence of the most sophisticated excimer and femtosecond lasers", bringing the prestigious Ziemer Academy to the AUBMC annually, and the continuous educational contributions that bolster the center's excellence.



Dr. Ziyad Ghazzal, Interim Medical Director and Chief Medical Officer pointed out the importance of philanthropic donations helping in the advancement of AUBMC to join the most elite medical centers worldwide. He said "Medicals International's contributions have helped raising the standards of the Ophthalmology department and set an example for how someone can continuously help in advancing healthcare and make our community a better place".

The Medicals International Ophthalmology Conference room is officially open on the 8th floor of the Daniel ACC building at AUBMC in an environment supporting MI's motto "We Think of the Patient First".

LDV Z8 Case Study



Dr. Hamed Anwar, FRCOphth. CertLRS.
Consultant Ophthalmologist,
Corneal, cataract and refractive surgeon, UAE

Introducing the Ziemer LDV Z8 laser platform into our practice at Moorfields Eye Center, Abu Dhabi has proven to be an excellent choice. The versatility of the platform allows me to perform both routine cataract and refractive cases, and more complex corneal transplant procedures.

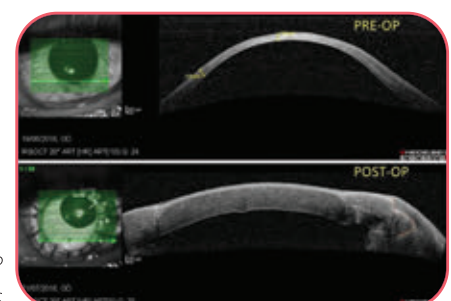
The pictures on the right are an example of a "Tuck in" femtosecond laser assisted penetrating keratoplasty for a case of very advanced keratoconus, where the central keratometry readings were over 70 diopters. The peripheral cornea of this



patient has a thickness of 208 microns. Performing a conventional PKP would cause a gross disparity in thicknesses of the donor and recipient.

A "tuck in" PKP procedure where the brim of a donor cornea cut in a "top hat" configuration slots into a groove formed in the peripheral cornea of the recipient, avoids any such donor-recipient disparity.

This creates a dove tail configuration wound where there is less graft host mismatch in terms of thickness and faster healing due to more surface area of the graft host interface, as can be seen in the pre and post-operative anterior segment OCT images. The contour of the "tuck" is highlighted with a dotted orange line.



PRE-OP & POST-OP OCT images



WHAT'S NEW IN

CRITICAL CARE

●●● Lebanon & COVID-19 Pandemic



Our team installing ventilation units at RHUH

While facing the battle for political stability through intense civil protests, the Lebanese citizens braced themselves for a new battle against COVID-19: a virus pandemic that has brought the entire world to a standstill.

Lebanon documented its first covid case on February 21st since then our CC team has been relentless equipping, training, supporting hospitals and health care professionals throughout this pandemic.



The Lebanese American University had published a paper in early March forecasting that Lebanon would have 13,217 infections with approximately 454 deaths by the summer of 2020, even with the application of COVID measures such as masks and social distancing. Without the lockdown, researchers predicted that there would have been a substantial number of 2.5 million infections and a dramatic 150,000 deaths.

The Lebanese health care system has played a crucial role in the containment of the pandemic. The Rafik Al Hariri University Hospital has emerged as the nation's vanguard against novel coronavirus, caring for the health of patients from all social classes in these rough times. Following intense preparation on coronavirus operational centers, the private sector has joined the fight against the disease, aiding in the mission of continuing to contain the epidemic.

United with other distributors, Medicals International has supplied hospitals and NGOs with much needed respiratory equipment. The Critical Care line that Medicals International provides rose dramatically up the leaderboard due to its Getinge ICU ventilators. Moreover, with the rising demand for ventilators, repurposing anesthesia machines such as the Flow-i, Flow-c, and Flow-e anesthesia machines, to use when ventilating ICU patients, was an essential step taken by the company. In addition, Medicals International supplied a great number of hospital beds which is significant to patient care.

Lebanon is not out of the woods just yet, the path to normal life seems terrifyingly long; however, as a company, and most importantly as part of the community, Medicals International is completely committed to keeping on taking the necessary measures to support hospitals and doctors until the very end of this disastrous pandemic.



مستشفى رفيق الحريري الجامعي
RAFIK HARIRI UNIVERSITY HOSPITAL



*Heroes don't wear capes,
they wear masks!*



Isolation Room at RHUH

●●● Servo-n installations & teams trainings

*Left: Governmental Hospital Of Beirut - Karantina
Right: Saint George Hospital University Medical Center*





WHAT'S NEW IN

DENTISTRY



Habib Abboud,
Executive Director,
Medicals International Dental, MID

In July 2003, after witnessing the success achieved in the Vision Care and Ophthalmology fields, Medicals International decided to take on a new challenge in the Dental field. We established a new department within the MI for Dentistry, recruiting brilliant and motivated talent. Amid the big instability in the country, Medicals International competed fiercely in the field initially representing Astra Tech Dental Implant System (now a part of Dentsply Sirona).

Since then, we have managed to build a strong partner base, expanding in Lebanon and Kuwait, with many suppliers ranging in different specialties - SciCan, Fotona, KaVo, and Leica - joining the dental family.

14 years later, after establishing a strong dental base within MI and with our wish to become more involved in the field, Medicals International Dental (MID) has set a vision to become a leader in the dental industry in the MENA region by maintaining a consistent approach to dental care. Our mission is to build long-lasting relationships with our partners by exceeding their expectations and creating more value for dentistry through education, as well as providing a high level of customer service.



ENDO Congress March 2020

We cannot wait to share with you the new range of high-quality products that MID will launch during the year. Looking forward to many fruitful collaborations ahead!

Follow us on Instagram



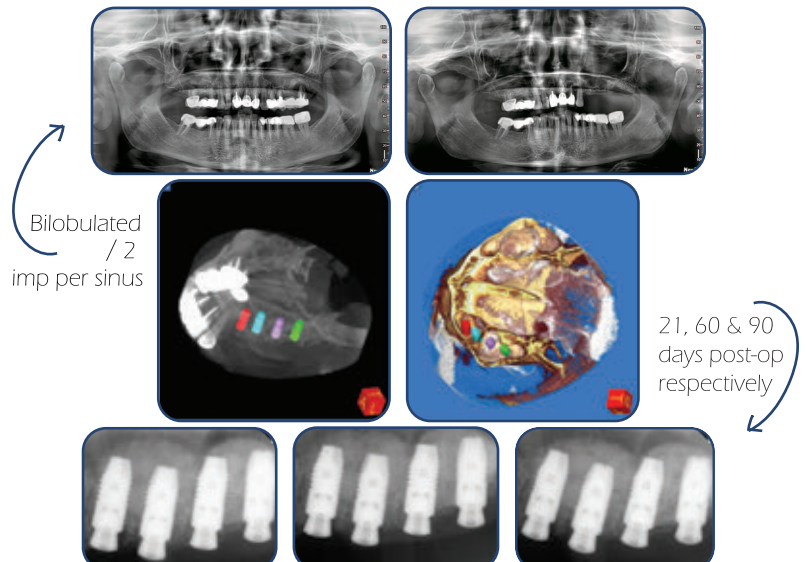
●●● A Personal Experience with Astra Tech Implant System



Dr. Amine El Choueiri,
Periodontist and Oral Surgeon
Lebanon

Astratech Implant System is one of the most studied, referenced and reliable dental implant systems. Long term studies have shown its efficacy and stability throughout the years. With a huge backup of scientific research and high level publications, the system has known a very positive evolution. Its macro and microgeometry make it easy to use in most clinical situations, from the easiest and most straight forward to the most complicated ones. My preference would certainly go to the external sinus lift procedure with simultaneous implant placement in extreme situations with practically no native bone below the sinus membrane (0 to 2 mm). The second stage surgery is performed at 3 months post-op with a high ISQ always over 75, and the patient is immediately referred back for the prosthetic procedure. This is a part of a prospective study I am conducting, where till now, more than 550 Astra

implants were placed in more than 300 sinuses by applying this technique (for over 5 years). The collected data shows 100% clinical and radiological success rate with high satisfaction of the patient and the referring dentists because of both the efficacy and the speed of the treatment. These results are in direct relation with the primary stability I was able to get with the Astra implants and their high ability to integrate in shallow grafted sinuses.





WHAT'S NEW IN AESTHETICS

●●● Launch of the HYABELL® dermal fillers



Dr. Ali Pirayesh
Founder & Owner of Amsterdam Plastic Surgery (APS)

On the 30th and 31st of August 2019, the Aesthetics department hosted Dr. Ali Pirayish in the launching event of HYABELL® dermal fillers.

The first day of the workshop took place at Dr. Dany Touma's clinic, as well as in AUH, with the dermatology department in attendance along with the residents. The next day was spent at the Fouad Khoury Hospital, in the presence of Dr. Maurice Dahdah, Dr. Salam Itani, Dr. Moustafa Dia, Dr. Nabil Kablawi, and Dr. Nina Saad.

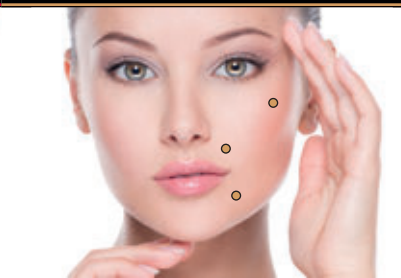
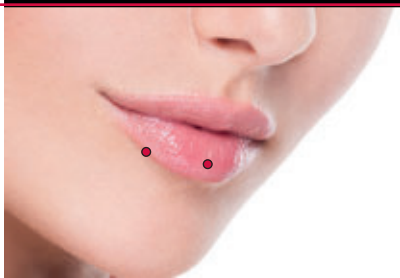
The new range of HYABELL® dermal fillers offers many long-lasting improvements, including refinement in its safety profile. The pre-incorporated lidocaine (0.3%) facilitates the injection procedure and reduces the pain, resulting in an overall enhancement in the patient's satisfaction.



Discover Hyabell® dermal fillers from Adoderm®



<p>LIPS Wrinkle Treatment</p>  <p>– for lip contouring and lip augmentation</p> <p>12 mg/ml hyaluronic acid gel with 0.3% lidocaine Estimated duration 6-9 months</p>	<p>BASIC Wrinkle Treatment</p>  <p>– for middle to deep dermis injection, correction of moderate facial wrinkles and folds</p> <p>16 mg/ml hyaluronic acid gel with 0.3% lidocaine Estimated duration 6-9 months</p>	<p>DEEP Volumisation</p>  <p>– for deep dermis, correction of deep folds</p> <p>20 mg/ml hyaluronic acid gel with 0.3% lidocaine Estimated duration 9-10 months</p>	<p>ULTRA Volumisation</p>  <p>– for subcutaneous tissue, correction of deep folds and facial volumising</p> <p>24 mg/ml hyaluronic acid gel with 0.3% lidocaine Estimated duration 12-14 months</p>
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HYABELL® LIPS re-defines your lip contours, perfects your lip volume and gains attractively raised corners

HYABELL® BASIC fills and smoothes medium sized wrinkles and folds to sustain your youthful appearance.

HYABELL® DEEP treats visible signs of aging and corrects your deep folds.

HYABELL® ULTRA is used to improve obvious signs of aging deep folds and recreates facial volume.



●●● **Beirut in Rubbles...MI in Mission**



At 6:07 PM, on the 4th of August, 2020, while the capital of Lebanon was as active and busy as ever, a catastrophic blast killed over 200 innocent citizens, injured 6,500, left 350,000 homeless, and broke the hearts of millions. The explosion left the Lebanese public vulnerable, heavily damaging a large part of the critical health infrastructure. The damage caused was unparalleled and universal bringing to ground homes, schools, offices. A month after this dreadful explosion, our president Mr. Walid Barake reflects on this terrible tragedy:

Dear Colleagues, Partners & Friends,

At the onset of the Beirut explosion, I wrote to you with my personal reflection of the moment as truly the horror of seeing the apocalyptic damage was beyond imagination & the surreal scene was beyond description. One month through this explosion today where; human losses close to 200 buried in emotionally heartbreaking funerals and processions whilst few are still missing under the Beirut rubbles. The injuries toll crossed 6000 people and the material losses touched over 300 000 households.

Every Lebanese and much of the world was touched morally and emotionally, and the tragedy echoed globally with so many friends rushing to help. Medicals International was active as the below pictures depict very clearly from day one; our team was on the streets rushing hot meals to displaced families and offering a hand of help on so many levels. Then our local corporate leaders, Medicals Beirut office, as you can see in the photos, got fully engaged to rebuild the Rosaire Hospital Eye Center, which includes a fully equipped unit including an advanced Excimer & Femtosecond lasers.

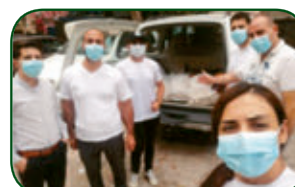
The destruction was massive yet our contractors and service engineers are soon to get the full unit operational. MI, in parallel, was open in day 2 to receive graduates looking for a job and hired 4 new staff, offering hope amid desperation.

Disasters & upheavals bring the best out of people. I was told and I can attest today that this was the case in Lebanon with teenage students on the streets helping others, to people from all corners of the globe reaching out to help and already doing so. This is humanity at its true meaning and despite the agony of the explosion new hope was born.

I want to take this opportunity to thank all of our dear partners, customers and friends who called and extended moral and material help. Beirut will be back to life and Medicals will continue to be an icon of hope in this region that we all cherish and work hard to make a better place for generations to prosper.

Your friend, colleague & partner,

Walid.





●●● **Beirut in Rubbles...MI in Mission**

MI funded in rebuilding the completely destroyed
Rosaire's Ophthalmology Center



Damages resulted from the blast



Rosaire Hospital Eye Center after the blast



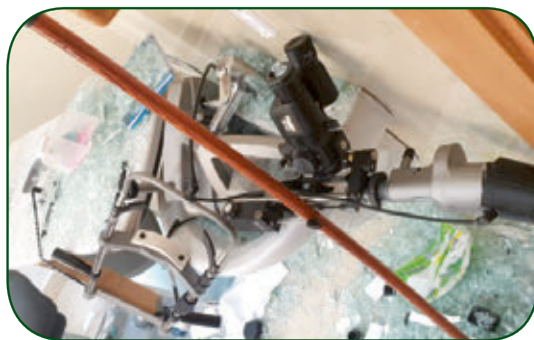
Left: Mr. Nabil Alam - CFO
Right: Engineer Mr. Roland Imad



Today: Re-constructing Rosaire's Hospital Eye Center



Today: Re-constructing Rosaire's Hospital Eye Center



Destroyed equipment from the blast



From Left to Right: At Rosaire Hospital
MI Managing Director Mr. Joe Mourad,
Soeur Nicola Akiki - CEO,
Mr. Nabil Alam - CFO

We recognize the financial support of our partner "Schwind I-tech Solution" in providing free of charge parts for the recently purchased Amaris 500 by this hospital.



Dear Walid,

You and Beirut are in our thoughts. It is with great sadness that we learnt about the massive explosion and the following destruction that your beloved city had to endure. We would like to express that we have the greatest respect for the performance and perseverance of all MI employees. We assure you of our assistance and support in this very difficult situation. We have taken you all into our hearts! We wish you and your families strength and confidence for a better future.

Frank Ziemer
President & CEO



Dear Walid,

I pray all will get better. God bless you and your country. I have personally met you 20 yrs ago when I was a new OFW (Overseas Filipino Worker) in Dubai. The 1st successful toric lens I have fitted in my career as Optometrist was from your Company. Rest assured I will continue to support your products wherever and whenever I will be working with. God bless you always and good luck to Lebanon . We are supporting in prayer hope and love for all.

Dr. Allanette Jimenez-Hakimzade
Optometrist



MEDICALS INTERNATIONAL

IN MOTION

●●● Christmas Mission

On Saturday, December 21st 2019, MI Beirut team spent the day with Enfants de Lumière's families and joined their cause by collecting and distributing donated food items at their "Christmas shop" to help people in need, hoping they would have a lovely Christmas despite the crisis Lebanon is going through.

The team embraced the true Christmas spirit with 210 families from all over Lebanon and joined hands with more than 200 volunteers.



●●● Activities with our Suppliers

In the United Kingdom with Glaukos 5-8 February, 2020



In Switzerland for an Oertli training 2-6 March, 2020



LET'S STAY CONNECTED!

Be part of our growing community!
Follow us on social media and subscribe to our newsletter as we keep you updated with interesting scientific news.



MEDICALS INTERNATIONAL

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