

VISION with ATTITUDE

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Find enclosed our DENTAL news!

●●● A WORD FROM THE FOUNDER

Moving beyond the Middle East, growing beyond my imagination!

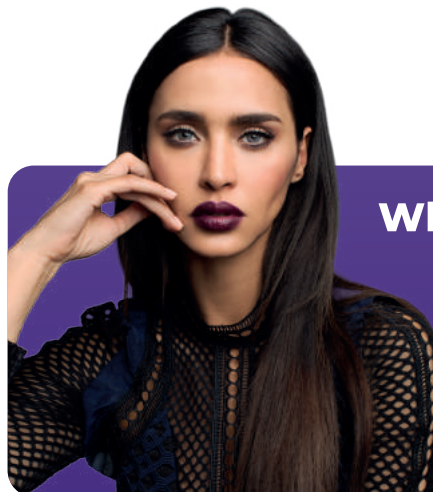


I am starting this message with ample excitement and motivation for the year ahead. Our project beyond the Middle East is well underway and truly exceeding our expectation. Our Morocco operation is settling well in place in its 5th operating year. Turkey office and team are moving full speed closing soon our third operating year and we have many new frontiers that we must land in as per our 2030 plan. The line up with new products launching is quite crowded and I am super excited that 2021 closed with sales figures exceeding 2019.

It is high time at MI everywhere. We are recruiting, training, developing our staff on all levels; management, front and back office. The commitment to the industry, the excellence in whatever we do, the attitude to life and to our mission as individuals are all streamlined to service you better. The challenges are big and I know we must stay very competitive, slim and fit as an organization to keep up with our solid leading market position regionally.

I will ensure throughout the year to keep updating you with our plans on all fronts; manufacturing, investments in various fronts, and expansion to help keeping our working together very informative and enjoyable. For now, I like to take this opportunity to extend my appreciation to all of you; valued partnering suppliers, faithful friends, customers, as well as the full team at MI who are materializing our dream into an elite company that we are all proud to carry its flag.

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



Who do you want to be today?

COLORVISION
by PFÖRTNER
Premium Colored Contact Lenses

See inside to check
our activities!



MEDICALS
INTERNATIONAL

We think of the patient first!



●●● Launching COLORVISION in Egypt



Dr. Tarek Mahmoud
Director - Vision Care Department
MI Egypt

Medicals International launched COLORVISION by Pfortner at the Alexandria Ophthalmology Summit-AOS.

Attended by more than 500 ophthalmologists, optometrists and opticians, the AOS - Alexandria Ophthalmology Summit, was held from the 22nd till the 24th of September 2021 in Radisson Blu, Alexandria.

Medicals International was a main sponsor at the event and showcased a different range of the latest ophthalmology equipment.

MI's very focus in Vision Care was COLORVISION; premium colored contact lens which has unique

aesthetics combining 20% transparency with a very sophisticated color palette replicating the natural human iris yet giving an individual look for each and every wearer by mixing the lens color with the original iris. Medicals Internationals ran a competition in the booth in which the winners received 2 boxes of COLORVISION. Congratulations Egypt team for this very successful event.



●●● Meeting Presbyopes' needs like never before!



Bilal Kanso
Sales Manager - Vision Care Department
MI Lebanon

Presbyopia is the gradual loss of the eyes' ability to focus on nearby objects. It's a natural, often annoying part of aging that becomes noticeable in the early to mid-40s and continues to worsen until around age 65. While many presbyopic patients rely on reading glasses, multifocal glasses or surgical treatments, Biofinity Multifocal Silicone Hydrogel contact lens remains one of the best options for premium comfort and remarkable visual performance at every distance.

With its patented Aquaform technology, Biofinity is able to provide the ultimate comfort for wearers. Stretching the silicone chains allows for entrapment of

water molecules inside the lens material thus providing a moist morphology and great breathability of the lens (142 Dk/t).

In addition to that, CooperVision created a unique Balance Progressive Technology that aims on improving presbyopia vision.





●●● COLORVISION blossoming in KSA



Rayan Amer
Territory Manager – Vision Care Department
MI East KSA

cosmetic medical contact lens to their client base. The campaign included educating the wearers on how to choose a color that fits their lifestyle and practicing positive habits that enhance and promote healthy contact lens wearing.

COLORVISION, our premium colored contact lens was our focus at MI Saudi. As the photos illustrate, we launched several campaigns to help our valued opticians and partners present this fine sophisticated

Here are pictures of different events and collaborations done in the eastern region, western region and Riyadh:



Training with Moqla Optical chain



Saudi Society of Optometry Exhibition



Open Day at Al Badr Optical



Open Day at King Abdulaziz Hospital



Open Day at Jeddah Eye Hospital



Colors Optic in Othaim Mall



Open Day at Alpha Optical in Nakhil Mall



Open Day at Eye Vision in Lulu Mall



Cosmo Health and Beauty Exhibition in Riyadh with Al-Badr opticians





Important tips from our clinician regarding the choice of contact lenses **Interview with** **Liliane Tanal, OD, M.Sc.** **& Medicals International consultant for Vision Care**



What are the most important things a contact lens wearer needs to know before buying one?

The most important thing is the name of the manufacturer which reflects the origin of the lens, the quality of the material, the available parameters (power range, base curve, diameter of the lens) and the wearing modality (daily, monthly or yearly).

As optometrists and ophthalmologists, what are the most common problems faced with contact lens wearers?

The most common problems we face are red eyes, allergy and contact lens discomfort. There are many reasons behind these problems. First, wearing a contact lens of bad quality, especially the cosmetics ones. The contact lens wearers need to be aware of the quality of the lens they are choosing and how the contact lens tint is deposited in the cornea since it can be very toxic. Second, they need to make sure to respect the wearing schedule recommended by the company and not exceed it as it might lead to discomfort and foreign body sensation. Another problem is improper care of the contact lenses, which is why educating the customers is very important.

What are the most common health problems that occur because of bad contact lens quality?

The most common health problems are corneal, conjunctival or eye lid infections that lead to tearing, redness and itching. All these issues can lead to unrepairable ulcers and can create contact lens intolerance. In some few cases, bad quality lenses can lead to blindness if the problem is not treated immediately.

What advice can you give to contact lens wearers?

Most importantly, hygiene (clean hands, clean case and clean lenses), respecting the wearing modality and choosing a good quality contact lens.

●●● Medicals International at SILMO Istanbul Optical Fair

Medicals International participated in the International SILMO Istanbul Optical Fair that took place from the 18th to the 21st of November 2021.

Medicals International's booth had great success covering vision care products. Indeed, some visitors got introduced to COLORVISION contact lenses and got the chance to try them on.





●●● Hoya - Where passion meets the eye!



Mohamad Hout
Key Account Manager,
Product specialist - Vision Care Department
MI

I can attest that after 4 years of promoting Hoya I still start each call with the same enthusiasm and passion. I consider myself lucky having such a rewarding career.

The year 2021 was a special one in our ophthalmic business progress as it marked the expansion of our dealing with Hoya to the coverage of the great Island of Cyprus.

The ingredients of our successful venture with Hoya is summed up in two points:

- 1. The Quality of Hoya manufacture and advanced lens designs.
- 2. The premium sales and commercial exercise that we deliver at Medicals International.



●●● The 19th Cyprus Congress for Optics & Optometry

Medicals International Europe Ltd, participated in the 19th Cyprus Educational Congress for Optics and Optometry, an event organized by the Cyprus Optical Association that took place on the 27th and 28th of November 2021 at Amathus Beach Hotel, Limassol, Cyprus. Being an active participant in the event, Medicals International presented its vision care products with a focus on the Hoya Ophthalmic lenses

that were launched in Cyprus in March 2021. An award was offered to Medicals International as an appreciation for its participation in the event.

Moreover, Mr. Sharbel Frem, Head of Education, Customer Experience Manager, Partner Business EMEA from Hoya team had a presentation entitled: "What makes HOYA your best partner?"



MI booth at the 19th Cyprus Congress for Optics and Optometry



MI Cyprus team at the 19th Cyprus Congress for Optics and Optometry



Mr. Sharbel Frem giving a presentation entitled "What makes HOYA your best partner?"



●●● Interview with Dr. AbdulQader Hassan: My experience with the Rose K lens for keratoconus

It is a great pleasure for us to be doing this interview with you, Dr. AbdulQader. You have been a user of the Rose K lenses since 2015, please share with us your experience.

Thank you, Ashraf, the pleasure is mine. Rose K lenses help improving vision for patients with Keratoconus, and are quite predictable in terms of trial fitting as they require little to no adjustments afterwards. I have personally had a very high success rate during my past 6 years' experience using the Rose K lenses.

Can you share with us a particular case where Rose K stood for you as a unique lens design for Keratoconus?

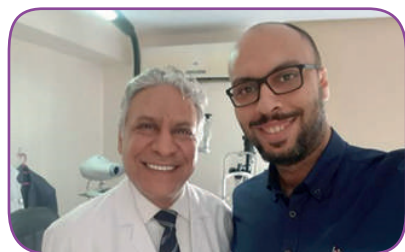
Rose K lenses can be life changing! I have a huge number of success stories for patients who have been fitted with these lenses, but I would like to mention one

particular case that left a tremendous impact on me.

The patient is an engineer who had a blind eye and was only able to use his other remaining eye. Unfortunately, he started having blurry and distorted vision and was suffering from redness and swelling. He was starting to lose hope especially that he was diagnosed with Keratoconus.

Luckily, after fitting him with Rose K lenses, his vision in the remaining eye was restored and he was able to resume his work and his normal productive life. His words are still resonating in my head till date when he told me "YOU BROUGHT ME BACK TO LIFE!"

For that Rose K became my first lens of choice for all my Keratoconus patients.



Dr. AbdulQader Hassan - Ophthalmology Consultant at Maghrabi Hospital Nasr City, Cairo and Ashraf Adel Saleh



Ashraf Adel Saleh Key Account Manager - Vision Care MI

What a great success story!

Last but not least, how do you describe your relationship with Medicals International?

My experience with Medicals International has been unique especially when it comes to the support that the team is offering anytime I have a particular case that needs assistance. I should also mention the fast and efficient delivery of the products to my clinic to ensure the best service to my patients.

●●● Dr. Alaa Zawawy's testimonial on Rose K:

"In my opinion, hard contact lenses are the ideal solution for patients who have corneal irregularities and I personally prefer them to Intra Corneal Rings. I am happy to deal with Rose K lenses that cover all base curves, diameters and powers for every patients need. Indeed, your hard contact lenses are the first choice for my patients, due to excellent clinical outcome." - Dr. Alaa Zawawy, Professor of Ophthalmology, Alex University



Dr. Alaa Zawawy - Professor of Ophthalmology, Alexandria University



Amr Sami Territory Manager - Vision Care MI Egypt



●●● One Hundred "100" SCHWIND AMARIS Excimer Laser Systems installed in the Middle East & Turkey

One Hundred "100" SCHWIND AMARIS Excimer Laser Systems installed in the Middle East & Turkey; A journey of a successful, close collaboration and partnership between Medicals International and SCHWIND eye-tech-solutions.

Medicals International's partnership with the SCHWIND Group dates back to 2007. Soon after the introduction of the Amaris platform at the Stockholm ESCRS it became obvious that this technology will become the benchmark platform in refractive surgery.



"It took us over 1 year to sell the first system", states Walid Barake, president and founder of Medicals International. "The SCHWIND brand was new to our region and the whole refractive surgery was moving away from traditional scanner-based excimers", he added. "It took a lot of internal work to understand this new technology and very long days of training with our engineering and sales team to be able to put out the right message in the field and be ready for the after sales clinical and service support challenges. We flew miles back and forth to get to the achievement we are celebrating today", he concluded.

"This is a huge milestone for our company and for the AMARIS brand", stated Rolf Schwind, CEO of the SCHWIND eye-tech-solutions in Germany. "The collaboration with Medicals International has started over 10 years ago and was an exemplary journey in the development of our brand globally", added Domenic von Planta, COO of Schwind eye-tech-solutions. Medicals International is quite privileged to celebrate today the 100th Amaris laser installation and it is with great pride that we can say today we are the market leader in refractive surgery when it particularly comes to leading education and reference refractive surgery centers. The list of users includes leading teaching hospitals as well reference established figures in the refractive surgery industry.

"The whole industry of refractive surgery is at a cross road with intense competition and highly sensitive procedure pricing. For that, we must be wary of two critical items when we propose such expensive platforms to our future partner: speedy Return on Investment "ROI" and Advanced Clinical Outcome to ensure superior patient satisfaction. I am confident that SCHWIND AMARIS value proposition by MI would secure both", sums up Walid Barake.

Medicals International is committed to build on this strategic success with SCHWIND eye-tech-solutions to expand collaboration geographically and bring another 100 centers under the SCHWIND flag at a record timing now that the whole business model is well developed and the sales exercise is strongly rehearsed.

●●● Medicals International at the 16th SAMIR Congress

On the 11th, 12th and 13th of November 2021, Medicals International participated in the 16th congress of the Société Marocaine de la chirurgie Réfractive et d'Implantologie (SAMIR) that was held in Rabat, Morocco.

Medicals International hosted a Wetlab for the C-Eye Device with Pr. Farhad Hafezi on November 12 during which the 40 participants were introduced to the C-Eye Device by EMAGine Switzerland and its application in cross-linking of the ultra-thin cornea sub 400.





●●● ATOS – Evolution Of Possibilities



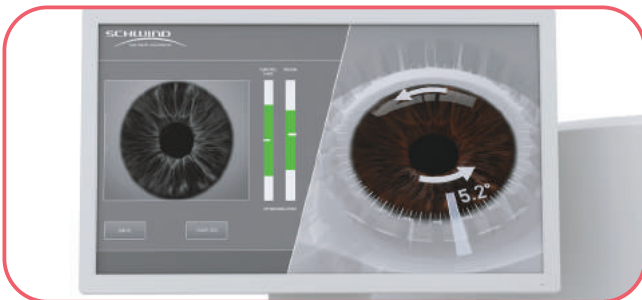
Ozgur Ozen
Sales Manager – Ophthalmology
MI Turkey

Next generation of Femto is here, changing the face of corneal refractive surgery. Indeed, ATOS femtosecond laser offers minimally invasive lenticule extraction along with flap creation.

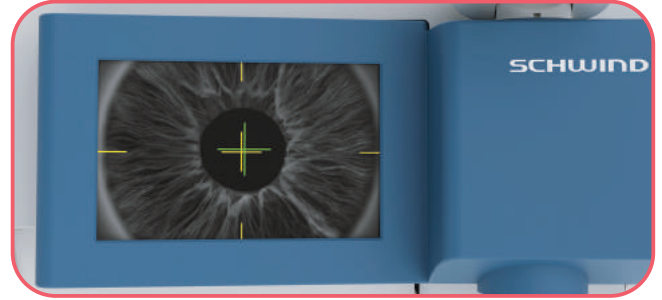


ATOS with patient

SmartSight is the flapless refractive procedure performed entirely with Schwind ATOS, during which ATOS creates a predefined lenticule in the intrastromal tissue, which can be easily removed through the small access incisions. Though lenticule extraction method has been around for a few years, it has been refined by Schwind with intelligent eye tracking, pupil recognition and cyclotorsion compensation features of SmartSight, providing safety and convenience for both, surgeon and patient.



ATOS cyclotorsional compensation



ATOS sophisticated eye tracking

Moreover, innovative and gentle contact glass design of the patient interface allows for improved customisation of the largest flaps while substantially reducing the pressure on the eye with minimal Intra-Ocular Pressure (IOP) increase during the process.

The first ATOS femtosecond laser in Turkey and MENA region was installed at the flagship clinic of Veni Vidi Group in Istanbul. Successful surgeries began under the direction of Dr. Ertan Sunay, Medical Director of Veni Vidi Group.



Dr. Ertan Sunay, Medical
Director of Veni Vidi Group,
and Ozgur Ozen



●●● The new age of Glaucoma surgery



Johnny Rashed
Sr. Territory Manager - Ophthalmology
MI Qatar

Glaucoma is a chronic ophthalmic disease where the optic nerve connecting the eye to the brain becomes damaged, resulting in the buildup of aqueous humor in the front part of the eye, which increases intra-ocular pressure. Glaucoma can lead to vision loss if not diagnosed and treated early, making it one of the leading causes of blindness for people over the age of 60 as it is more common in older adults.



iStent the smallest surgically implantable device in the human body

Micro-invasive glaucoma surgery (MIGS) has emerged as the novel surgical procedure for treatment of glaucoma and is gaining favor with both comprehensive ophthalmologists and glaucoma specialists due to its improved safety profile when compared to traditional incisional glaucoma surgery. It basically aims to reduce Intra-Ocular Pressure (IOP) in order to relieve the stress exerted on the optical nerve.

Glaukos has well established itself as the leader company in this area of ophthalmic surgeries. Their product iStent through all its generations is well

known to be the smallest surgically implantable device in the human body. Targeting mild to moderate primary open angle glaucoma, iStent works on increasing the outflow of Aqueous Humor through the Trabecular Meshwork. This pathway is known to be as the conventional exit of the Aqueous Humor thus allowing Glaukos to achieve the safest outcomes.

The results of Glaukos are very predictable compared to other devices/procedures who might show significant adverse effects eventually leading to serious problems including retinal detachment, clogging or failure. Glaukos iStent inject is able to reduce up to 33% of the mean IOP, and studies have proven that the post-op IOP remains stable for more than 7 years taking into consideration that this duration is shown to be increasing in the new emerging studies. The lowering IOP results were also coupled with a reduction of more than 65% of medicine intake. 66% of patients end up being medication free after taking one or two medications per-op.



These results were published in the ICGS in 2020 and were conducted by a double blinded study involving multiple centers and surgeons. Big names of Glaucoma surgery leaders are promoting the device including Dr. Imran Massoud in the UK and Dr. Albert Khoury from the USA.



●●● Intacs SK Corneal Implants



Mohamad El Helou
Area Director - Ophthalmology
MI KSA

Intacs SK Corneal Implants are ophthalmic medical devices designed for the reduction or elimination of myopia and astigmatism in patients with severe keratoconus, to restore their functional vision and eliminate or defer the need for a corneal transplant. The clinical objective of Intacs is to create mechanical stretching of the cornea in order to flatten it.

Intacs Corneal Implant treatment nomograms for keratoconus are based on the use of different thicknesses. Each keratoconic eye and disease stage are unique to each patient thus the determination of the



INTACS SK (6 mm)



INTACS STANDARD (7 mm)

Intacs' placement and its thickness varies from patient to another. The variables to be considered are:

1. Patient preoperative manifest refraction spherical equivalence.
2. Corneal mapping data analysis to determine the degree of Asymmetric Astigmatism.



Intacs is the only CE marked and FDA approved intra corneal ring placed outside the Functional Optical Zone (FOZ) therefore not affecting visual function inside the 6mm zone. Also, its unique elliptical shape ensures that the Intacs ring goes with the same corneal curvature and decreases the risk of extrusions and intrusions.

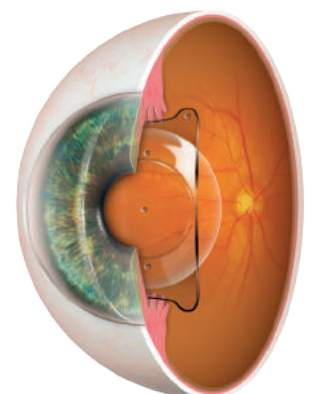
We are very proud to have such an important technology in our product line.

●●● "Refractive solution & Beyond"



Mostafa Farid
Clinical Application Manager
Business Development Manager MI Egypt

The Implantable Collamer Lens (ICL) is an artificial lens that's permanently implanted in the eye and used to treat refractive errors. It has become a highly recommended solution for refractive surgeons in Egypt with over 25,000 Spherical ICL units and 4,000 Toric ICL units implanted in the past decade. The high biocompatibility of the collamer material makes the lens perfect for its position inside the eye without any flares or immune response. The high credibility and wide range of available powers guarantee the best visual outcome for patients with myopia, hyperopia and astigmatism.





●●● Oertli on the move in Saudi Arabia



Aref Choukeir
Asst. Sales Manager - Ophthalmology
MI Central KSA

I am very pleased and privileged to be at the forefront of bringing Oertli surgical platforms to the center of phacoemulsification for cataract removal in my beloved Kingdom of Saudi Arabia. Oertli's versatility, stability and high safety especially when dealing with mature nuclei helped me prove case after case the viability of this platform as a key tool to a safe and successful cataract removal.

Meet our masterpieces!

CataRhex3 offers a portable solution that supersedes much bigger Phaco machines due to its advanced fluidics and EasyPhaco technology.

The new Faros model including the SPEEP mode is being adopted by many doctors. SPEEP is an innovation by Oertli as it mimics Venturi and Peristaltic behavior thus helping surgeons achieve best performance and results.

The OS4 model is one of the most comprehensive Phaco/VR systems in the industry.

It includes 3 pumps (Peristaltic, Venturi and SPEEP mode), as well as 2 light sources LED and LED+ along with an integrated Endolaser which gives doctors a true all in one platform.



Oertli's success story in Riyadh is impacting the livelihood of many patients. I am very proud and privileged to have major centers such as the National Guard Hospital, King Fahd Medical City, Dr. Suleiman Al Habib Hospital, Elite, Tabbara, SFH, KKESH to have adopted the brand in their ORs. Most importantly, Oertli technology has gained the trust of many luminaries in the public sector as well as in the private sector that are quickly adopting our yellow eagle; Dr. Ali El Rajhi, Dr Suleiman Al Kharachi, Al Hokama, BinRushed, SMC, Obeid Hospital, Roaya, Tadaw Medical Complex, Famous Expert Centre, etc. My goal is to establish Oertli as Saudis' leading Phaco/VR platform.



●●● Sub-400 CXL Protocol for Ultra-thin Corneas



Pr. Farhad Hafezi, MD PhD FARVO



Cross-linking an ultra-thin cornea (below 400 μm) is now possible. The research and clinical group of Prof. Farhad Hafezi (Zurich, Switzerland) published a landmark paper American Journal of Ophthalmology (1) describing how the «sub400 protocol» is used to perform CXL safely and effectively in thin corneas with keratoconus.

Prior to this revolutionary method, CXL could not be effectively performed in very thin corneas, mostly in cases of advanced keratoconus with a corneal thickness of less than 400 μm . Consequently, these patients would almost always require corneal transplant surgery. Therefore, the sub-400 protocol expands CXL treatment to a patient group that would benefit the most from the treatment.

To understand the impact that the sub400 individualised corneal cross-linking (CXL) approach will have, it is worth reviewing why:

Traditional cross-linking of thin corneas CXL involves the irradiation of the cornea with ultraviolet (UV) light (2). Before irradiation, the corneal stroma is saturated with riboflavin. Riboflavin absorbs the UV light, which causes oxidative reactions that covalently bond together molecules in the stroma, strengthening it, and making the cornea more resistant to further weakening. The riboflavin is consumed during the process, from the top down. At the base of the cornea, however, there is a layer of cells that are important to keeping the cornea clear and healthy: corneal endothelial cells. These cells can be damaged when UV irradiation exceeds a certain level. In order to avoid doing so, and leaving a good safety margin, traditional CXL protocols (2) avoid crosslinking the bottom 70 μm of the stroma when delivering the standard total UV dose of 5.4 J/cm² delivered by 30

minutes of UV irradiation at an intensity of 3 mW/cm². Surgeons took two main approaches to get around the 400 μm minimal thickness limit. First, was to swell the cornea with hypotonic riboflavin to a thickness greater than 400 μm (3). The other approach tried is to artificially thicken the cornea with a riboflavin-soaked contact lens (4). However, both approaches are less than ideal. The first approach can result in unpredictable swelling effects, and variability in the cross-linking effect; the latter approach hinders the entry of an essential component of the cross-linking photochemical reaction into the stroma: oxygen, and this results in a poorer cross-linking effect in terms of corneal strengthening produced.

Don't adapt the cornea. Adapt the light.

Rather than manipulating the thickness of the cornea to maintain a 70 μm safety margin above the corneal endothelial cell layer, moderate the amount of energy delivered to the cornea, based on the thickness of each patient's cornea. The simple explanation is to adjust the amount of time of irradiation. A treatment algorithm taking exactly this approach: customising irradiation time to each patients' individual corneal thickness was developed (5), and has now been validated in the clinic: the sub400 protocol (1). This protocol has been integrated into the C-Eye Device.

The sub400 approach

The sub400 approach has a number of advantages: it removes the variability introduced by hypotonic CXL, and permits oxygen to diffuse into the cornea (unlike contact lens-assisted CXL). Further, these legacy approaches were only feasible in corneas that were at least ~330 μm . The sub400 approach has been used to successfully treat corneas as thin as ~200 μm and still maintains the 70 μm safety margin above the corneal endothelium.

1.Hafezi F, Kling S, Gilardoni F, et al. Individualized corneal cross-linking with riboflavin and uv-a in ultrathin corneas: the sub400 protocol. Am J Ophthalmol. 2021;224:133-142.
2.Wollensak G, et al. Riboflavin/ultraviolet-A-induced collagen crosslinking for the treatment of keratoconus. Am J Ophthalmol 2003; 135:620-627.
3.Hafezi F, et al. Collagen crosslinking with ultraviolet-A and hypotonic riboflavin solution in thin corneas. J Cataract Refract Surg 2009; 35:621-624.
4.Jacob S, et al. Contact lens-assisted collagen cross-linking (CACXL): A new technique for cross-linking thin corneas. J Refract Surg 2014; 30:366-72.
5.Kling S, Richo O, Hammer A, et al. Increased Biomechanical Efficacy of Corneal Cross-linking in Thin Corneas Due to Higher Oxygen Availability. J Refract Surg. 2015;31(12):840-6.



••• Donation of Anesthesia & Ventilators machines to hospitals affected by Beirut Port Blast



Joe Mourad
Managing Director
MI Lebanon

We all remember that devastating day whereby a big part of our beloved city Beirut got hit by a huge and horrific explosion which left over two hundred victims, thousands injured, billions of dollars in property damage, and leaving an estimated 300,000 people homeless.

Medicals International Beirut office worked closely with its global partners to extend support to the hospitals that got hit hard by the blast. Getinge group in collaboration with the Swedish embassy in Beirut, contributed in a very generous donation of Anesthesia

and Ventilators machines to the hospitals affected: Beirut Governmental Hospital - Karantina, Lebanese Hospital Geitaoui, Saint George Hospital University Medical Center, Rosary Sisters Hospital and Hôtel Dieu de France.

To commemorate this occasion, her Excellency Swedish Ambassador of Lebanon, Ms. Ann Dismorr, extended a reception in the presence of Lebanon's Minister of Health, Mr. Hamad Hassan and Getinge President of the Middle East and Africa Salah Malek along with CEOs and senior officials from the affected hospitals. Ms. Dismorr elaborated on the support the Swedish Embassy and the Swedish people are offering to Lebanon and in his turn our Minister of Health thanked Sweden and her excellency for their generous donation and compassion with Lebanon during this difficult time.

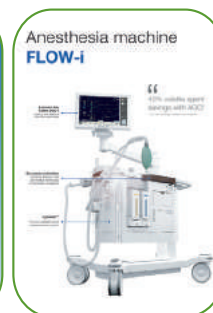


An overview on our Getinge's critical care portfolio

Getinge is a leading global provider of products and systems that contribute to quality enhancement and cost efficiency within healthcare and life sciences. They're helping hospitals worldwide to create solutions for some of the most timeless challenges in critical care.

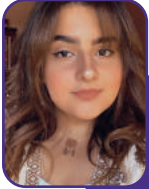
Their large portfolio includes anesthesia machines and ventilators: The Flow-i is a highly advanced anesthesia machine offering superior ventilation performance. It provides safe, personalized and cost-efficient care (anesthetic agent and all gases) for the most challenging patients.

The Servo-u is a ventilator that is intended for intensive care. It gives the practitioner additional ways to tailor each ventilation treatment to each patient while still protecting the integrity of their lungs.





●●● Marketing department gets busy!



Rita Azar
Marketing & Communication Officer
MI Lebanon

In today's world of extreme competition, our marketing department worked tirelessly to showcase our products in the best way.

From traditional advertising, to the digital world, we covered everything. COLORVISION's marketing plan was filled with giveaways, content creation, campaigns, collaborations and much more.



We covered 14 different countries with our marketing plan, giving our best to each and every promotion, no matter the scale of it.

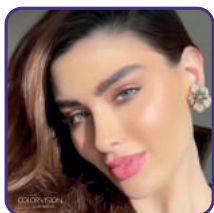
We collaborated with many big names in the influencing world such as Model Roz, Basma Al Issa, Rawan Ben Hussein, Mais Hamdan, Noha Nabil and many micro influencers.



Model Roz



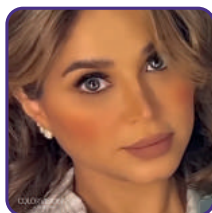
Basma Al Issa



Rawan Bin Hussain



Mais Hamdan



Noha Nabil

We worked with well-known names in the makeup artists' industry such as Fady Kataya, from Lebanon, and Izabella Christodoulou, from Cyprus.

We believe in women empowerment and we like to promote through our brand women's sense of self-worth and their ability to determine their own choices.

Our slogan "Who do you want to be today?" reflects this idea. For that, we have collaborated with Amna AlQubaisi, the first female Emirati racing driver.



Amna AlQubaisi



We were featured in many prestigious magazines, such as Laha magazine, Zahrat Alkhaleej, Emirates Women, for both medical and nonmedical articles.

Our journey with COLORVISION has only started. The process of building a brand is lengthy and takes emotional and rational implication, creativity, perseverance and consistency.

We might not get it right 100% of the time, however sticking to our core values, communicating with care and honesty, and displaying a willingness to reevaluate and better our ways will enable us to build trust with our consumers while learning and growing alongside them.

/colorvisioncontactlens

/COLORVISIONColoredContactLens



●●● Meet two team members of our Turkey operation!



Emre Duran
Operations & Customer Service
Manager MI Turkey

Right after obtaining my degree in Business Administration at Afyon Kocatepe University, I had the privilege to start my career at Medicals International.

Medicals International has always been a second home to me. I am grateful to be part of such professional and supportive workplace that shows great respect and care to its business partners and stakeholders with the mission of "We think of the patient first", and shapes its actions around this philosophy.



Tuncer Sezgin
Senior Territory Manager
MI Turkey

After many years of sales experience in the automotive sector, I made a radical decision about my career and decided to switch to the medical industry. That's when I got accepted at Medicals International!

I got the chance to experience firsthand a dynamic group of individuals with entrepreneurial spirit working closely to put medical novelty and patient safety at the forefront of all they do. Today, I am very grateful that it has contributed to my career development at the company where I was promoted to the position of Senior Territory Manager, Turkey.

●●● Medicals International at TOA congress

Medicals International is participating for the first time in the Turkish Ophthalmological Association 55th National Congress in the city of Antalya, Turkey.

"Today marks a historic day for us as a company. Our participation at the Turkish Ophthalmological Society meeting in Antalya this week with a full flesh presence, wet and dry lab set ups, engineering, sales; representing global elite suppliers in Ophthalmology, and reflecting on our solid existence in such very

strategic and important market globally: Turkey", stated Walid G. Barake, President & Founder.

"We are honored to take part and play a solid role at the Turkish Ophthalmology meeting" added Majed Abou Arraj, Sr. Vice President and General Manager of MI Turkey. Our goal is to become a key player in Turkey and I am proud to be leading a team committed to this mission".





●●● MI helps those affected by the Beirut blast

On the 4th of August 2020, a catastrophic blast altered the lives of thousands of people bringing homes, schools, and offices to ground and killing hundreds of people. Medicals International Beirut office was fully engaged in offering a hand of help on many levels to the ones affected by this horrific explosion.

During December 2020, MI reached out to affected families and provided them with support in an attempt to appease their devastating situation and inability to

deal with the challenges of the day securing home and shelter.

Furthermore, MI campaigned with valuable partners affected by the explosion; whom we like to thank in this occasion for offering free eye exams: L’Opticien (Mr. Maroun Khoury), Optic NASA (Mr. Nabil Sakr) and Optilux (Mr. Jean-Claude Lahoud). MI offered the glasses and lenses free of charge.



●●● Turkey fires; MI mobilized

Raging forest fires in southern Turkey have caused huge devastation in July 2021, with many people losing their homes and possessions, and some their lives.

We were deeply saddened by these wildfires but in such difficult times the only way to appease the pain is through solidarity and social responsibility. For that, MI team gathered boxes of food and clothes and distributed them to families that were most affected. Despite the staggering losses and suffering, there is a glimmer of hope ...



Since 2008, Medicals International covered the cancer treatment course of 13 children at the Children Cancer Center of Lebanon by donating 1\$ with every Biomedics 1 day Extra pack purchased.



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- MEDICALS INTERNATIONAL HEADQUARTERS:
- Blata Area, Medicals International Bldg.
- P.O.Box 272 Mansourieh. Tel: +961 4 530630
- For more info, email us at: news@medicalsintl.com

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