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Celebrating 15 years in our History in the Middle East!



The time factor in our life span as individuals is of prime importance. At least we know now that humans can physically live a certain number of years and we celebrate from time to time the eldest Man or Woman on earth that reached 100+ some years. We know for a scientific fact that time limits the number of years we can sustain our cell strength and stay in shape. Organizations, in parallel, can outlive humans and pride themselves with their history and we can list a good count of successful ones out living by generations their original founders; therefore, I believe it is vital for us to stop at every phase of our growth and measure what we have achieved with time and reflect on our upcoming steps and envision how they can lead the organization successfully through generations to come.

In the last 15 years, we, at *Medicals International*, worked with a solid purpose to secure a leading regional player position in the markets we operate in; that is the Middle East. In parallel, we worked as hard to establish a good reputation in the global arena in the industries we cater for to secure having the right partners thus the best combination of

products' offerings. In between those jobs, we challenged ourselves to establish and build an organizational purpose around which team members can align their career path and future aspiration with. Those moves, along with our initial founding steps, allowed us to succeed as a team in offering a sustainable, consistent service with the product line we offer.

At this cross road of our progress as an organization, moving from a small entrepreneurial entity to becoming a mid size, significant regional player, it is important for me to reassure everyone at the onset of the new year that Medicals International remains committed to excellence in service and best products' offerings, rapid expansion and solid base of know how in the industries we cater for.

Tomorrow you will hear about new offices, new countries and new products that we will explore; however, you will witness and do business with an ever strengthened organization in terms of human resources, business practices, product lines and commitment for excellence. Medicals will continue to grow yes; yet, the very essence of why we got there will continue to guide our decisions to ensure we maintain the ever growing happy population of staff, suppliers and customer base.

Happy New Year!

Your colleague, partner and friend,

Walid G. Barake  
President and Founder

Launching STATIM Sterilizers!

*Medicals International* has the pleasure to introduce the high-tech medical sterilizers and related products from **SciCan**.

**SciCan** was established in 1957 by **Arno Zwingenberger** to introduce successful European pediatric products into the Canadian marketplace.

The **STATIM Cassette Autoclave** was designed to be the fastest and the gentlest tabletop autoclave, from start to sterilize.

Employing a unique patented technology, **STATIM** puts time on your side by providing total sterilization cycles as fast as six minutes. With such rapid and gentle cycle you will be able to sterilize expensive LASIK, PRK, endoscopy & cataract instruments including phaco handpieces between procedures.

Time management is the most important factor in the operating theater. Thanks to the **STATIM** systems we are able to offer the most efficient sterilizing modality at the fastest operating time.



## Campaign With Hussein Cancer Foundation

In a small gesture to light a candle in the dark life of the unfortunate cancer patients and with the will to have an involvement in the social surrounding, the Jordan office of **Medicals International** launched a contribution campaign with **King Hussein Cancer Foundation**. The campaign was for three month period, starting March 2009, during which time an amount was cut off from every box of Tri-Kolor and Biomedics55 lenses sold, to go as a donation to the Foundation.

The real purpose of this campaign is for us, at Medicals International, to assure a social corporate role that I believe every organization in the region ought to recognize as a priority so we can move forward with the most valuable social causes in the region.

***King Hussein Cancer Foundation** is a place where you get to be met with a smile and you can easily sense hope existing in the bottom of everyone's heart and soul. This is hard and it requires lots of believing and I'm sure it's there, existing.*

Now, **Medicals International**, a pioneering player in the medical supply business and **King Hussein Cancer Foundation** who is well known for its infinite care offered to cancer patients in Jordan and the Middle East, made this joint effort as an act of bringing every one closer to this sacred mission, with their small contribution in hand and the will to use the best product for their daily need.

All of that, with the hope that the effort done is up to the level of the parties involved and the target of lighting a candle in the overwhelmed darkness is reached, **Medicals International** will always be there seeking comfort to patients, either directly as it's in the case with its daily business or indirectly with such campaigns.

The ways might change, yet the intention of Thinking of the Patient First will always remain fixed and unchanged.



**Sami Sila,**  
Business Development Manager,  
Jordan Office

## Campaign With CCCL

Following up on the foot steps of our office in Amman who initiated our first charity fund raising activity with the Hussein Cancer Center, MI Beirut is pleased to announce that we launched on January 2010 and for a full year a program whereby MI will donate 1 USD for each box of Biomedics 1 Day invoiced.

The program is very important for MI from a social responsibility point of view. We have written in our mission statement that we will ensure to be active in the communities where we operate in. Today is the time to take on such a long term initiative that we believe you are only seeing its surface.

We take this corporate social liability seriously and we will work hard to ensure that MI will support as many important social causes as we can.

We look forward for the day where we will be a much more prominent social player whilst we keep on growing our business and figures to a level MI will be the unbeatable contender in this industry.

## Visit to CooperVision

We think that we know but it is not always true! Actually seeing makes the whole difference. What we are talking about is Technology. Do we really know it? We could read about it a lot, go through all possible researches, ask any expert coming from the supplier and try to get the needed information. But would that be sufficient?

We assure you, it is not!

On November 4, 2009, we had the great pleasure to visit one of **CooperVision** manufacturing sites in Southampton, England. It was thrilling to see during the tour in the factory the high-tech production lines, which are simply the basis to produce a high quality product.

During the visit, we were reminded & experienced first hand how great our **Biomedics** line is. As well, we were re-assured that we have in the newly launched **Biofinity** line a winner already.

**CooperVision** allocated a totally separate manufacturing site for Biofinity lenses using modern processes topped with qualified personnel to ensure that each lens complies with the best quality norms and delivers exceptional comfort when worn on the eye.

### This is Technology!

We had as well the chance to visit CooperVision Headquarters in Delta Park where we had interesting sessions with Cooper's executives. Our next station was the main warehouse, where millions of lenses are packed and thousands of orders are processed on daily basis to reach customers and distributors all over the world.

Last but not least, we would like to take the opportunity to thank our hosts and colleagues, **John Quenby**, **John Rogers**, and **Lisa McGregor-Ritchie** for welcoming us and organizing this visit.

Rita Chehwane &  
Joseph Nachawaty

## Rose K Seminar at the Optical Institute

*Medicals International - Syria* is committed to ensuring our products are dispensed with the education and skill transfer added value that our accredited and trained sales team can provide.

Rose K is a line of products that caters for individuals/patients who suffer enormously, not only from degrading quality of vision with time, but most importantly from discomfort and intolerance to various modalities of products.

Therefore, on Tuesday 28 April 2009, we were very pleased to join efforts and organize a Rose-K presentation in the optical institute - Damascus.

The presentation included the importance of the Rose-K lens as a proven successful vision correction modality for patients with Keratoconus and the ease of fitting.

We presented some keratoconus cases and the great success of Rose k in giving the patients full satisfaction in both visual acuity and superior comfort.

At the end of our presentation, simple give away gifts were distributed on the attendants.

**Dr. Saulaiman Shuhada**, Director of the contact lenses division, thanked *Medicals International* for its continuous contribution to education and promised that we will organize future advanced courses together with the institute.

As it has always been and as it will always be, we are dedicated to fulfill our professional and noble humane role in giving our customers what they deserve and we strongly believe that they deserve the best.



Martin Dib,  
Territory Manager, CL  
Syria Office



Martin Dib Presenting

## Corneal and Intacs Surgeries with Femto LDV

During November 2009, **Medicals International**, **Addition Technology** and **Ziemer Group** launched the **Intacs SK** and the New (Lamellar Corneal Surgery) **LCS Handpiece** for the LDV Femto laser in different governmental and private centers in Riyadh.

This Launching was assisted by two specialists: **Dr. Werner Bernau** and **Mr. Arnold Flores** from Ziemer Group and Addition Technology respectively. This activity was part of the usual support offered to Medicals International clients in KSA.

Many surgeries were done using the LDV Femto laser, such as Lasik, Intacs and Intacs SK Rings.

### LDV Femto:

A new handpiece was used: LCS (Lamellar Corneal Surgery) to do Lamellar cuts at different selected depth up to 500 microns. This new H.P. as well as the new MKII LASIK H.P. are equipped with a camera to visualize the applanated cornea and adjust the cutting trajectory accordingly. It also has the ability to cut two different tunnel widths in case of Asymmetric Keratoconus as well as the possibility to create very precise deep pockets without inducing any heat to Endothelial Cells; (this is only possible due to the low energy delivered).

First results of LDV flaps, according to many users, were thin and safe showing tissue preservation and smooth stromal surface which does not interfere with the Excimer Laser intended correction, thereby enabling more predicted consisting results.

First results of LCS module, after creating non resisting precise channels and according to users, were very smooth channels and edges, almost undetectable, around the Intacs at the third day after surgery.

This microprecision surgery is performed in full dissection created by minimal energy at 70 to 80 % depth of the cornea.

### Intacs SK:

As a result of its unique elliptical design and diameter, we have experienced no complaints of halos or glare as we treated many severe keratoconus patients shifting them from counting fingers to 20/40 vision or better at times.

According to one of Intacs SK surgeon, its smoother than any other ring during insertion, and safe since its implanted in the 6mm Zone, as well preventing risk of perforation.

After the surgery, patients had great post-operative results and were very satisfied.



*Elie Abou Aziz,  
Associate Sales Manager, Ophthalmology  
Riyadh Office*



Figure 1: In Security Forces with Dr. Bernau Werner

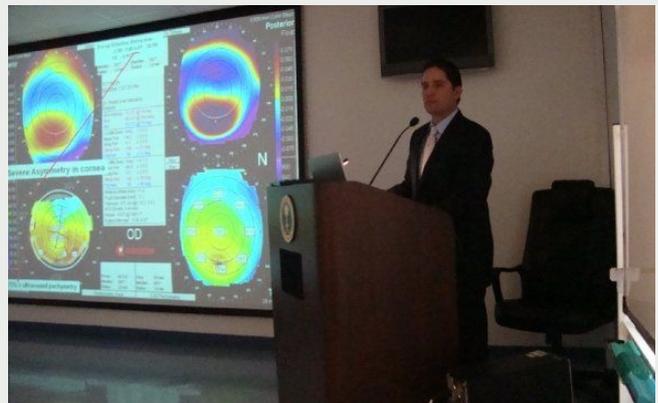


Figure 2: INTACS Lecture by Arnold Flores at KKESH



Figure 3: INTACS Lecture by Arnold Flores at KKESH

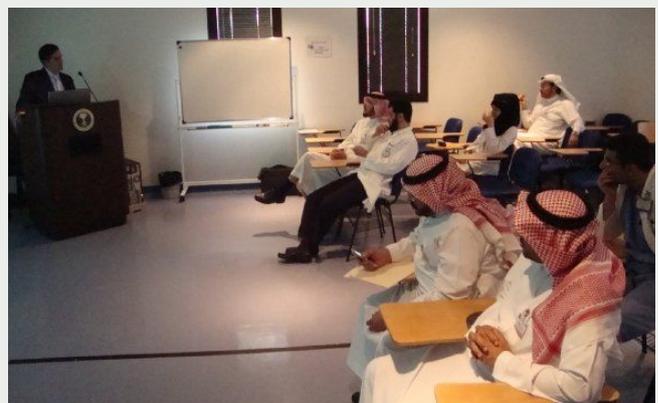


Figure 4: INTACS Lecture by Arnold Flores at KKESH

## AQUAFLOW Implants

Deep sclerectomy with collagen implant (DSCI) is a non-penetrating filtration procedure for the surgical treatment of medically uncontrolled open-angle glaucoma. The more common penetrating filtration procedure i.e.; trabeculectomy, with or without antimetabolites, has a well-documented complication rate.

The DSCI procedure was designed to lower the incidence of such complications without compromising the success rate and intraocular pressure (IOP) reduction achieved with trabeculectomy.

AquaFlow Collagen Glaucoma Drainage Device is a product from STAAR Surgical Company, which is designed to maintain a sub-scleral space following deep sclerectomy. After placement in the sub-scleral space and exposure to ocular fluids, the device swells as it absorbs aqueous. Subsequently, the device begins to slowly dissolve until it is completely resorbed within 6-9 months. The AquaFlow is sterilised using Gamma radiation. It has a cylindrical shape, it is 4.0 mm long by 0.5 mm wide (when dry) and is composed entirely of lyophilised, cross-linked porcine collagen.

The concept of occupying the intrascleral space with a space-occupying device has been proven to improve significantly success rates in DS in the short and long term.

Sanchez et al examined the results of DSCI compared to DS in prospective nonrandomized group of 168 patients (168 eyes) with various types of medically uncontrolled open angle glaucoma; 86 (86 eyes) underwent DSCI, and 82 (82 eyes) underwent DS. The mean follow-up period was about 9 months in both procedures. Complete and qualified success rates were better when the collagen implant was used. The need for postoperative glaucoma medications was significantly lower when the collagen implant was used. There was significantly less bleb fibrosis when the collagen implant was used. They concluded that the use of collagen implant is safe, increases the success rate of DS, and lowers the need for postoperative glaucoma medications.

In another elegant study, Shaarawy et al conducted a prospective randomised trial comparing the results of DS in one eye vs.

DSCI in the contralateral eye of the same patient. The mean follow up time was 48 months. Complete success rate was 38% for the DS-treated eyes, and 69% for the DSCI-treated eyes. Also, the number of postoperative glaucoma medications was lower in the DSCI-treated eyes. Their conclusion was also similar to the previous study in that the use of AquaFlow collagen implant seems to enhance the success rates, provides lower IOP levels, and lowers the need for postoperative medications. Various other studies have shown similar findings.

AquaFlow collagen implants are routinely used in DS in all glaucoma patients throughout Europe and parts of North America. It is particularly popular in Switzerland where I did my formal training in learning Non-penetrating glaucoma surgery, and its use is advocated by the experts in this field. I have used this implant in all my DS patients since I introduced it in Kuwait in January 2009, and so far all cases have been successful, however, a formal study is required to document the outcome and success rates of this kind of surgery in our glaucoma patients in Kuwait.

### References:

- 1- STAAR Surgical, AquaFlow Collagen Glaucoma Drainage Device. Product's Leaflet.
- 2- Sanchez E, Schnyder CC, Mermoud A. Deep sclerectomy: results with and without collagen implant. *Int Ophthalmol* 1996-97;20(1-3):157-162.
- 3- Shaarawy T, Mermoud A. Deep sclerectomy in one eye vs. deep sclerectomy with collagen implant in the contralateral eye of the same patient: long-term follow-up. *Eye* (2005) 19,298-302.
- 4- Shaarawy T et al. Comparative study between deep sclerectomy with and without collagen implant: long-term follow-up. *Br J Ophthalmol* 2004; 88:95-98.
- 5- Shaarawy T et al. Long-term results of deep sclerectomy with collagen implant. *J Cataract Refractive Surgery*. vol 30, June 2004.

**Dr. Esmail Eslah,**  
Consultant Ophthalmic Surgeon  
FRCO pht. - London  
Glaucoma Specialist

## We Are Moving On!

**Medicals International W.L.L.** moved to Kuwait City.

Five years went by, and our office in Hawally witnessed lots of developments and changes.

Development in our sales, from zero invoicing to becoming: market leader in the colored contact lens segment, a serious player in the dental implant segment, and a dedicated supporter in the ophthalmic society. As well, we matured as a team and we started looking at our future differently.

Right now we are located in Shark, that's in Kuwait City, the Capital of the State of Kuwait. We're on the 5<sup>th</sup> floor of the brand newly built Sarraf Tower, in a 250 m<sup>2</sup> office, down in Ahmad Al Jaber street, considered as the main financial and banking district of Kuwait, a few meters away from Kuwait Stock Exchange center and in between all Kuwaiti banks' Headquarters.

The phone numbers changed as well. Our new land line is 22250228 and our new fax number is 22250229.

We may have moved only few kilometers away from Hawally,

but our move is not measured in space or distance. It took us lot of hard work and solid commitment and daring to ensure our move is a success.

Now the move is completed, and it feels a lot better. It feels so good to enter our new big space. We can feel and see the promising future and the wide unlimited options in the horizon of the Arabian Gulf.

It's not easy to choose to change when you are used to current states. I had my moments of fear, but I was more willing to move on, and with me the entire team of Kuwait. And we did move on !!!

*A word of appreciation for every single person who made this project a success ... Thank you.*

**Bassam M. Khoury,**  
Managing Director Kuwait - Oman  
Business Development Manager,  
Dental Division

## It's Time to Challenge the Old Truth

# Expanded labeling claims for Astra Tech Implant System™ cleared by FDA in September 2009

Many new studies had been completed in the second half of 2009 regarding the authenticity of Astra Tech Dental claims when it comes to maintaining bone level on the long term, a criteria that is considered of a great importance when measuring the success of a dental implant.

A five-year follow-up study was made by Dr. Steveling and co-workers at the Department of Oral and Maxillofacial Surgery at the Heidelberg University in Germany. The conclusion is that the OsseoSpeed™ implant shows very good results also in compromised sites when using an early loading protocol.

The OsseoSpeed surface characteristics and properties have been reviewed in numerous published articles revealing positive bone response. **Results from the extensive OsseoSpeed clinical study program show good functionality, and predictable and maintained marginal bone levels with a mean marginal bone level reduction of 0.3 mm.**

Published data shows that the OsseoSpeed implant can be safely used with reported survival rate between 94.5% to 100%, including the use of immediate loading protocol even in the atrophic edentulous maxilla, in sinus lifted maxillary posterior jaw sites, immediate installation in extraction sockets and implants placed in atrophied mandibles close to the nerve.

OsseoSpeed is one of four key features of the Astra Tech BioManagement Complex™. The other three key features are Conical Seal Design™, Connective Contour™ and MicroThread™ each of them with more than 17 years of clinical experience and documentation.

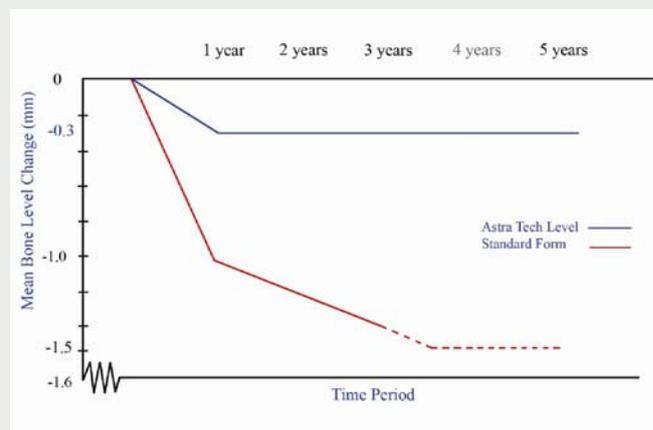
At the EAO meeting in Warsaw 2008, Astra Tech presented unique data on marginal bone level maintenance for the Astra Tech Implant System™ and challenged the current standard norm for implant treatment success. Today, 1 year after the Astra Tech challenge, this recently published scientific study by Dr. Laurell and co-worker, presents comparative data of the three implant systems fulfilling the set study inclusion criteria, whereof Astra Tech Implant System was one.

The purpose of the study was to compile and compare data on marginal bone level changes between loading and five years of function for all implant systems currently on the market.

**The Astra Tech Implant System™ comes out as number one in a meta-analysis study on marginal bone level maintenance recently published online by Clinical Implant Dentistry and Related Research. To be included in this meta-analysis, the implant systems, in addition to being on the market, should have a minimum of two published prospective studies presenting radiographic data of marginal bone level at baseline as well as after five years.**

The Astra Tech Implant System™ showed the best results with only -0.24 millimeters bone reduction after five years and had also the most consistent performance with a very limited variation between the mean values in the different studies.

It is important to notice that Astra implants system with its bone level design is one of the few implants in the market with reliable scientific data and very long term clinical studies and research.



Bone Loss Comparison

### References:

1. Laurell L, Lundgren D, Marginal bone level changes at dental implants after 5 years in function. A meta-analysis. Clin Impl Dent Rel Res 2009, early online
2. Jokstad 2009, Osseointegration and Dental Implants (chapter 1), Wiley-Blackwell
3. www.astratechdental.com



**Bassam M. Khoury,**  
Managing Director Kuwait - Oman  
Business Development Manager,  
Dental Division

## MI Kuwait – Dental Activities

### MGD Training Program:

MI Kuwait had the opportunity to hold an Astra Training session for the MGD student (Member In General Dentistry of surgeons) on the 18<sup>th</sup> and 19<sup>th</sup> of October 2009 with the collaboration of the Ministry of Health of the State of Kuwait.

**Dr. Georges Eid** presented three lectures during the first day showing the Astra Biomangement Complex in addition to the surgical and prosthetic procedures. The second day a hands-on session was supervised by Dr. Eid in **Al Amiri Hospital**.

By the end of the second day the participating doctors received their certificates.

### Kuwait University – Faculty of Dentistry:

MI Sponsored the course of prosthetic dentistry in the **Kuwait University** given by **Dr. Yaacoub Turqamani** in three courses during the first semester. Dr. Yaacoub will be presenting different aspects and procedures in prosthetic-dentistry using Astra Dental system cases and products.



**Chahid Daghfal,**  
*Associate Sales Manager,  
Dental Division  
Kuwait Office*

## Meeting with Asnan Dental Clinic

In a very nice ambiance, *Medicals International* met with the doctors and staff of **Asnan Dental Clinic** in Marina Hotel.

We presented different approaches to Customer Service in the dental industry, including the service recovery, the changing expectations of patients, their values stairs, and how to interact better with them.

The goal of the meeting was to brainstorm and understand more the mentality, the needs and wants of today's patients and to take some time to reflect on the competitive edge of Asnan Clinic services.

Among the attendance was **Dr. Issa Issa, Dr. Tareq Aburezq, Dr. Hadi Alsafar, Dr. Talal Al Riyahi, Dr. Zeinab Al Awadi**

and **Dr. Maha Abdul Salam**, along with the Customer's loyalty officers of Asnan clinic and the nurses.

This presentation was conducted again in the last week of November 2009 in the clinic's office.



**Bassam Marcel Khoury**  
*Managing Director Kuwait & Oman  
Business Development Manager  
Dental Division*



Part of the attendance



Superior Customer Service in Asnan Clinic



Asnan Dental Clinic and Medicals International



A collective picture of Asnan Dental Clinic Doctors and Staff

## SEIKO vs. SUSHI

It was not until the last couple of months since I had my first SUSHI lunch. Nicely rolled rice with raw fish and selected vegetables, with a touch of Japanese Soja Sauce and Wasabi (Japanese Horseradish). What was amazing is how finely the SUSHI was rolled, precisely prepared with the same shape and dimensions, and with even the same amount of ingredients.

I took a moment and thought about it, SUSHI and SEIKO, totally different items that share the same properties. Wondering how?

**The Meat:** Just as the Japanese choose the best Tuna Fish, Salmon, and Shrimps for their everyday meal, SEIKO is using the best materials for its everyday worn lenses. Not like other manufacturers who buy their lens materials from other suppliers, SEIKO is proudly using its Daughter's Company – EPSON- specially manufactured lens materials providing the highest quality.

**The Wrapping:** Applying the coatings on a SEIKO lens is just as wrapping the meat with rice in SUSHI. The special Japanese rice used is combined with sugar and vinegar and assures that the SUSHI roll will stay in shape even while eating it! At SEIKO, index matching between the hard coat and lens material is guaranteed- making coat peeling and cracking almost impossible (under normal conditions). And just as they want their food to look "pretty" and visually "attractive", they also want their lenses to be cosmetically "attractive". By applying several layers of Super Anti-Reflection coating, SEIKO lenses suffer from minimal reflections, thus making it a more comfortable lens (regarding visual properties – sharper vision) and an "attractive" one (minimal reflections from the front surface of the lens).

**Easy Cleaning:** While Anti-Reflection coated lenses are hard to clean, SEIKO lenses are very easy to clean since they all benefit from the Super Clean Coating (SCC). A single layer is applied on both surfaces to help making the lens a hydrophobic and oleophobic one. So water drops and finger prints are removed within seconds. In SUSHI, you will always have a CLEAN plate!



*So why not to try SUSHI and wear SEIKO lenses? After all they are both 100% Japanese!*



*Sinan Gharaibeh,  
Territory Manager,  
Jordan Office*

## SEIKO Optical UK

Inner surface progressives are the ideal lenses for the over-40 age bracket. Having the progressive surface 3mm closer to the eye increases the field of vision by up to 30%. The spherical front surface also minimizes distortions by up to 40%. The following are available through SEIKO Optical:

- SEIKO NEO is a truly sensational lens, offering customers excellent vision, great look and comfortable wear, with a choice of 5 progression lengths and 3 designs, all available in 1.60, 1.67 and 1.74 index. SEIKO's LensNet software helps opticians to select the optimum SUPER NEO design using a series of lifestyle questions.

- Perhaps the most startling benefit with SEIKO EMBLEM is that the field of clear distance vision is increased by as much as 45% when compared to conventional inner surface designs. In addition to this there is an overall reduction in oblique distortion of up to 25%. When compared to conventional inner surface designs, SEIKO EMBLEM provides improved clarity and visual comfort. SEIKO EMBLEM is available in 1.60, 1.67 & 1.74 indices, with three corridor lengths of 10, 12 & 14mm plus variable inset from 0 to 5mm.

- In order to achieve a useful reading area with shallow frames, some other progressive designs compromise vision in the intermediate zone, end resulting in the so called 'bifocal effect'. SEIKO SYNERGY X is designed to be a true progressive providing excellent vision in all areas, with 3 progression lengths available in 1.60, 1.67 and 1.74 indices.

SEIKO inner surface progressives offer a range of designs to suit most requirements and budgets.

View through front surface progressives

Wider fields of view with SEIKO EMBLEM

View through SEIKO EMBLEM inner surface progressives

View through front surface progressives

View through SEIKO EMBLEM inner surface progressives

## New Trend of Refractive Surgery in Riyadh

In Mid 2008, we were happy to announce that we acquired the new Amaris Schwind Technology Excimer Laser and that we were able to present such great technology to our valuable customers.

During this launching, we have had, as always, a very powerful competition! But having the Amaris as our special product drove us to the front lines in the Saudi Market.

With its advanced features, the Amaris laser is called the Total-Tech Laser, especially with its latest upgrade including the 6 dimensions (with Z axis) eye tracking system with the fastest speed ever (1050 Hz), the fastest repetition rate (500 Hz), smallest laser spot (0.54 mm) advanced cyclotorsion, and a lot more...

The Doctors' satisfaction when they talk about their post-operative results make us feel more and more proud. They experienced the customized treatment where each surgery planning is special for each eye, from the corneal to the ocular treatment planning and even the aberration free treatments.

Our vast experience in supporting our customers in their first surgeries, made it so clear that doctors feel safer, comfortable and reliable with our Amaris than with any other machine. We even reached a level where our Amaris is the product of choice for leading centers in Riyadh.

Now, at the end of 2009, and after one year and a half of continuous work, we are proud to announce that we had 4 installations of the Amaris Laser System at 3 prestigious centers in Riyadh & in the southern province of Saudi Arabia:

### Elite Medical Center:

Our first Amaris was installed in May 2008 for **Dr. Walid Al Tweirqi** at the Elite Medical Center in Riyadh. He was very happy with this new Technology that, after one year, a new machine was installed for him at **Al-Thermal Medical Center** in South of KSA. With his experience of more than 5000 eyes treated by the Amaris, Dr. Tweirqi was so sure of his decision. He reported: "whatever I need when performing a laser refractive surgery I can find it in the Amaris: a very simplified software, the results are always predictable and I'm comfortable with it as all my patients are satisfied. What can a surgeon ask for more?"

### National Guard Clinics:

In May 2009, we were happy to enter the governmental sector to install our third Amaris at National Guard Clinics.

Three Doctors were working on the Amaris laser: **Dr. Khalid Al-Jubair**, **Dr. Tariq Al-Debasi** and **Dr. Abdulaziz Al-Hawass**.

After six months of using the Amaris, we were able to take their impressions:

**Dr. Khaled Al-Jubair:** "Very good technology with fast reaction to the doctor's requests." (Fig. 1)

**Dr. Tariq Al-Debasi:** "The Machine is making me feel safer with my patients, especially with the ablation depth, the smoothness of the stromal bed at the end of the surgeries and the fast healing." (Fig. 2)

**Dr. Abdulaziz Al-Hawass:** "It's the solution for all my patients who have been waiting for long time to be treated with laser. Our last excimer and even all the other excimers didn't give me this huge opportunity to treat more diverse cases." (Fig. 3)

### Al-Hokama Medical Center:

In June 2009, our fourth excimer laser was installed at Al Hokama Medical Center in Riyadh.

After six months of using the Amaris we are proud to report professional opinions from expert doctors:

**Dr. Othman Al-Omar:** "Fast and accurate. No need to waste time on calibration. With such a machine, there are no limitations for refractive treatment." (Fig. 4)

**Dr. A. Al-Saleh:** "I used it up to the limit of refractive surgeries range and results were magnificent." (Fig. 5)

**Dr. A. Al-Moa'mmar:** "The versatility of the system, the fast reaction and performance gave me what I was waiting for a long time".

In 2009, our target was to get new deals and to spread this new technology among all doctors.

For 2010, we are aiming higher, to providing our customers with the newest upgrades and offering the best results to the patients who have been and will always be the ones we think of first.



1.



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3.



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**Mohamed Saleh & Mohamed Noura**  
Field Service Engineers  
Riyadh Office

## — faros™ – Brings Light to the World!

Maintaining and restoring eyesight is the sophisticated task of ophthalmic surgery. Millions of visually handicapped people are waiting for it. faros™ makes cutting-edge operating techniques accessible to surgeons throughout the world. It fulfils the requirements of the most modern clinics just as well as it meets the challenges in developing regions and is therefore a light at the end of the tunnel for the healthcare sector, surgeons and patients. faros™ has been designed from scratch as a combined platform for work on the anterior and posterior eye segments but is also available as pure phaco machine with permanent upgrade possibilities to the posterior segment.

Whether it's for coaxial micro-incision surgery and easyPhaco®Technology in the anterior segment or minimal invasive pars plana vitrectomy in the posterior segment, faros makes possible the application of the most modern operating techniques. The device is equipped with a high-performance peristaltic pump that ensures the highest level of chamber stability, efficient removal of the vitreous body and precise work near the retina. In addition, faros has a Goodlight® light source that – together with the new Oertli® light instruments - provides optimal illumination. faros works with up to 3000 cuts with the pneumatically-driven vitrectom. Neither STT nor IDK glaucoma operations are a problem for faros.

Oertli's development team has attached particular importance to easy handling and compactness. Compact means small, light, easy-to-use, inexpensive and, above all, reasonable, but without making any compromises on efficient performance and user-friendliness. Thanks to faros, cutting-edge vitrectomy operations also become accessible to emerging markets such as India and China.

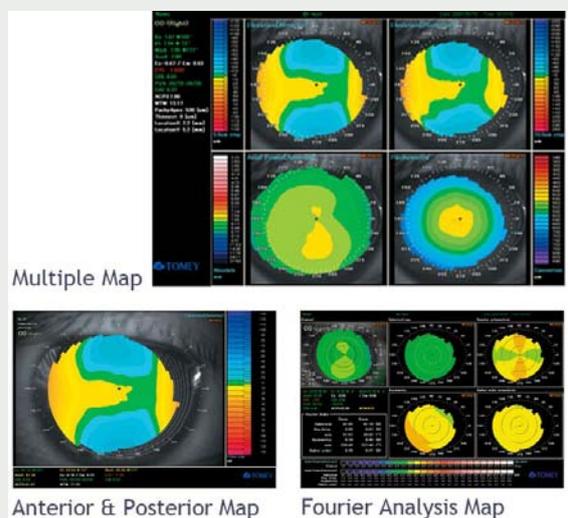
Handling is based on the proven DirectAccess® control by key pressure. Oertli deliberately avoided a touch screen. faros can be individually programmed by up to 50 surgeons. The device is controlled via a new dual linear pedal. In addition, the device has standard cable-free remote control.

With faros, Oertli returns to a three-platform strategy. faros bridges the gap between the small portable phaco device SwissTech® and the premium operating system OS3.



For further information, visit our website [www.oertli-faros.com](http://www.oertli-faros.com) and [www.oertli-instruments.com](http://www.oertli-instruments.com) or contact us directly.

## — The New TMS-5 and OA-1000 from TOMEY



- Anterior and posterior analysis of the cornea due to Scheimpflug and Placido Ring measurement
- No special light conditions (dark room) necessary
- Image taking in a very short time (0.5 s)
- Merged Topo-Images

With the new TMS-5, Tomey introduced a highly sophisticated device with Scheimpflug technology in combination with Placido Ring Topography.

By merging the Ring Topography and the Scheimpflug measurement, more accurate and reliable results can be achieved. This method eliminates the mistrace that would be seen with a conventional Topographic device.

In the Scheimpflug mode, the TMS-5 can automatically capture multiple slices by focusing the alignment light on the center of the cornea as it does with Ring Topography.

Within 0.5 to 1 second up to 64 measurements will be taken, which can be analyzed.

One of the biggest advantages of the TMS-5 is, due to the quick measurement time, no special rooms as darkrooms are required. The measurement can be taken under normal light conditions. Furthermore due to the small cone, which is close to the eye, artifacts can be limited to a minimum.

In the "Placido Ring Topo Mode", the TMS-5 acquires a measurement by aligning the reflection of the laser light on the center of the first mire ring automatically. The unit avoids the offset of the alignment in addition to the patient blinking problems with a very short capturing time of 0.5 seconds.

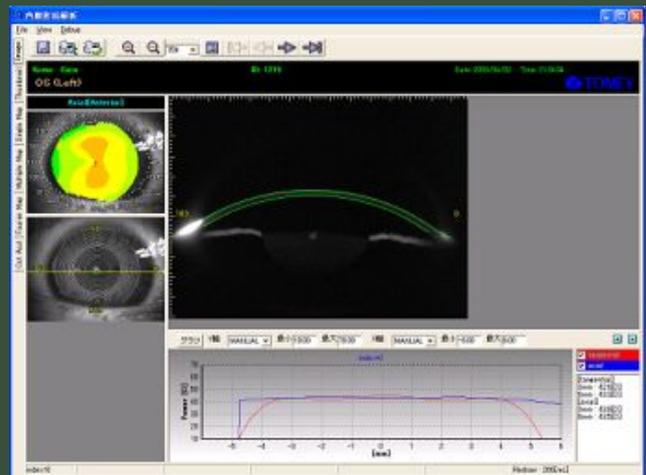
Due to the database and the new software, it is possible to import all former exam data taken with one of our TMS systems (TMS-2, TMS-2N, TMS-3 and TMS-4).

In combination with the as well new non contact optical Biometer OA-1000 plus the IOL calculation software OKULIX you have the perfect IOL workstation of the future.

After taking measurements of OA-1000 and TMS-5 you are able to calculate IOL's and ICL's with OKULIX. OKULIX is a program package based on ray tracing which calculates single rays exactly. The visual impression of extended objects (e.g. Landolt's rings) can be simulated by the superposition of many rays. Diffraction from the pupil aperture is taken into consideration additionally.

Exactly in this context means, that the refraction of rays at each optical surface is calculated using Snell's law. For a single ray passing multiple surfaces the calculation cannot be performed by analytical formula, because other ways so-called "transcendental equations" occur which are unsolvable for principal mathematical reasons. Instead of an analytical calculation OKULIX solves the problem by numerical methods. Due to this reason calculations of IOL's or ICL's are possible also after refractive surgery!

*Get in contact with Medicals International, for further information and take an additional look @ [www.tomey.de](http://www.tomey.de)*



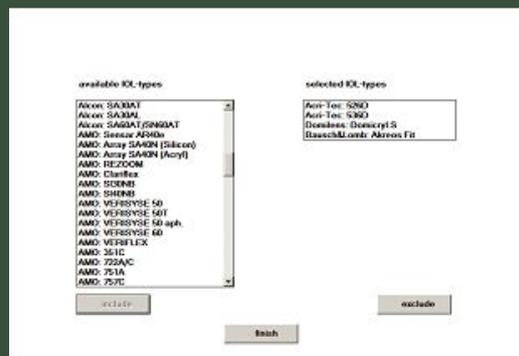
Slit Image Calculation



Pachymetry Map



OA-1000



OKULIX Database

## It's not Business ... It's Personal

You sure heard this statement before; "It's not business...It is personal"; however, stated in an opposite way; "It's not Personal... It's only about Business". I say it is personal all the way and here is why.

The main drivers for success and promotion in life were all about stimulus generated from schooling then career challenges which helped us improve, meet deadlines and move forward.

What's disturbing is that all of this suddenly stops afterwards and we start to use words like Luck, Chance, Destiny and many other synonyms, all meant to allow us to sit in the back seat and not take the blame for our failures.

***What is life without dreaming. What is dreaming if not converted into objectives and what are objectives if we don't add to them hard work and passion in whatever we're pursuing.***

Life has never promised us an easy playing and never showed us that goals would be reached by just dreaming. Instead, life is like a running marathon where you promise yourself victory and take every single mile as a separate goal and work on reaching it, but once there, it comes the turn of the second mile to reach, and so it goes. For that and more, the race we mention is the work we do everyday and the finishing line is the market we compete in with other runners who have their own belief of reaching the end before.

Now, imagine taking a rest in the middle of that race or simply not feeling enough urge to be number one. This is when you should decide to stop it all, ***because it's either TO BE THE FIRST or NOT TO BE.*** Nothing more than this simple question. Ask yourself that. I'm sure that none of these racers is aiming for the second place.

We're here to be **Number One**, and the first option among existing others, and it's time to have this challenge clear in our heads in order not to be forgotten or exchanged with the soft thinking of "everything would come on its time" or "it is sufficient for now", etc...

We have to be greedy and seek more, simply because we deserve it. Look at how our competitors do their work and how it's only based on false assumptions and empty promises, look at how they avoid straight dealing and prefer going with twisted ways, look at how customers are in desperate need for the best in terms of products and services, look at how others really look up to this organization and try to copy the way it operates, look at how opportunity is given to each one to make the best out of himself, look at how a single belief has turned to become others dream and obsession, look at the road we've

been to and how it changed us to the better. It's a journey into the best that we all personally deserve and are in need of although we had it for a long time kept hidden under, while being submissive to the lazy belief of procrastination and future moon alignment with our horoscope. That's the easiest thing to do and most assuring that we're going right to the abyss, personally, professionally and everything in between.

This is not poetry, while it's more of another wake up call that there's no time to rest now, and an innocent act of catching our breath will mean giving others the lead in this race, and it's never acceptable. So, let's have the remaining career years a personal challenge and make every minute of it count, if not every second.

***We will reach our set goals and it's a commitment existing deep inside and we will not question it, especially not now while the race is at its peak.***

This will be everyone's personal objective to reach self accomplishment, with what **Medicals** placed in our hands in terms of products, knowledge, service, support, dream, life, belief, existence and most of all a chance to reach the finish line that little get the possibility to even see.

**It's personal and not only business we do.** So, if you seek assurance and comfort, you're sure not in the right place for that. Try it in any other job, I'm sure you'll find it there, but with the condition to stop dreaming and living the present even while sleeping.

**Let's stay hungry for all the coming days and have the urgency to reach our objectives pushing us inside out, while making it obvious for others and ourselves that we're Number One and we do take it personal.**



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Medicals International

*We think of the patient first*