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A New Face, A New Era..



Dear Colleagues, Suppliers, Partners and Friends:

It was the spring of 1994 when I packed my luggage in Canada and came back to start **Medicals International in the Middle East**. About 14 years in the history of this company that emerged with little resources but with ample determination, clear objectives, and creative minds.

Today we present ourselves to you with a new face in this newsletter. This new face reflects on a new era in the history of **Medicals International**; it reflects on the many changes that we committed ourselves to undertake over three years ago on various levels; internal, sales, suppliers and now our corporate image.

This new era in our history which is necessitated by the actual much larger size of our business, our geographical spread, diversification of our product

portfolio and competitiveness of our market place dictates on us to run our daily operation in a more systematic approach, manage our customers and suppliers needs in a much more organized and formalized way and attend to our biggest asset, our human resources, with a more objective set of mind.

What makes this era a challenge is that we continue to hold on firmly to our founding principles. We continue to believe in investing in our human resources and our engagement with our team is expanding. In terms of overall customers' satisfaction and suppliers' representation, we surely give before we take. I bet we have the largest capital invested in demo equipments and time spent by our staff on skill transfer courses and after sales follow up. Finally, we surely remain interested and committed in ensuring we are an honest, transparent and ethical company.

I wish you all enjoy this new format of our newsletter and our new corporate image as well as I invite all of you to interact more **with Medicals** in order for us to understand better your needs so we can work harder to attend to them.

your colleague, partner and friend,
Walid G. Barake
President and Founder

Medicals international

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Medicals International is pleased to announce that it has acquired the distribution rights of the Biolase and Fotona technologies to cover the Middle East and Gulf Regions. This step comes to develop further our dental division which has been offering till now Astra Tech Dental implants.

Since 1964 **Fotona** has been a pioneering technology-based company. Their laser systems are the result of over 4 decades of experience and know-how in the fields of medicine, communication and defense. Among many practices, **Fotona** is offering a line of well developed laser machines in the dentistry field.

Biolase Technology develops and markets advanced medical and dental laser products, including specialized biomaterials for medical and other dentistry specialties. **Biolase** products incorporate new patented and patent-pending technologies that achieve well controlled and high quality results.

Kindly contact your Medicals International country office for more details.



BIOMEDICS 1 DAY UAE; product launching

A Fresh Way to start your day!

Medicals International is pleased to continue the launching of the Biomedics 1Day in the UAE market with a motto:

A Fresh Way to start your day!

After the great success of the launching symposiums and events in the two big cities of Dubai and Abu Dhabi in the U.A.E; **Medicals International** team took the road to **Ras Al Khayma** and **Fujeirah** with planned activities and events to ensure our **new Biomedics 1Day** is well presented to professionals throughout the U.A.E.

Wissam Khaddaj, Territory manager contact lenses presented to the audience a brief study on the product and its features and benefits.

“Daily disposables have the lowest infection rate of any modality”.

The **Biomedics** family of contact lenses is an **FDA** approved product line and is accredited with **CE mark**. The **Biomedics** contact lens family has been in the Arab World market for over 13 years distributed exclusively by **Medicals International**.

Wissam Khaddaj,
B.SC.,
Territory Manager
North UAE



- 1- Biomedics 1Day presentation in Ras Al Khayma
- 2- Ras Al Khayma Trainee
- 3- Fujeirah Trainee
- 4- Souvenir

BIOMEDICS 1Day CONTACT LENSES

A Fresh Way to Start Your Day



30 Daily Disposable Lenses

Advanced lens design

- ▶ Removes the need for a comfort agent
- ▶ Maintains lens comfort throughout the day

www.medicalsintl.com



The All New BIOMEDICS 1DAY Product Specifications

Material:	Ocufilcon B; with visibility handling tint & UV inhibitor
Diameter:	14.2 mm
Center Thickness:	0.07 mm
Base Curve:	8.7 mm
Water Content:	52%
Power Range:	-10.00 to + 6.00
Packaging:	30 blisters per box

*The newly
designed pack
&
patient friendly blister*

Vision X - Proudly a Simple Experience

With more than 160 international companies from 27 different countries participating in Vision-X Dubai 2008, an overwhelming media coverage and an official inauguration by the UAE Minister of Health, the exhibition has rapidly gained a reputation of being the premier business platform for the ophthalmic and optical industry in the region.

Vision-X was held on Feb 18-20, 2008 at Shaikh Rashed Hall at the Dubai International Convention and Exhibition Center, alongside with the Vision X Dubai conference which was organized by the Emirates Medical Association Ophthalmic Society (EMAOS) to provide a medical focus on the latest innovations in the industry.

Aligned with its commitment to promote knowledge and awareness of the latest in the healthcare industry, **Medicals International** participated in **Vision X** for two reasons: first to officially announce the addition of the Tomey line for automated refraction, corneal topographers, lens-meters, auto-refractors, kerato-meters and topographer to our product portfolio; and second, despite our participation through a simple booth sourcing from our conviction that "**simplicity is the ultimate sophistication**" as **Leonardo DaVinci** states, we were committed to reflect on the medical nature of the industry amidst huge booths and exhibitors focusing on marketing singers and dancers to promote their products.

Once again, we were on the correct mindset with what our customers want, as our booth was overcrowded with optometrists, and ophthalmologists interested in knowing more on the latest technical innovations in the industry, which is the medal of honor and reward we are looking for from such participations.



To sum up, the health care industry is projected to reach a \$60 billion in the GCC by 2025. With such a massive and rapid growth, marketing and advertising gimmicks may become influential; however, it's our mission to maintain the positioning of our industry as one dealing with medical products rather than commodities. A mission which cannot be accomplished except with the awareness of each and every one of us of the simple features of the product rather than the buzz that surrounds it...



*Alexi Khoury,
MBA,
Business Development Manager
UAE Office*

Isn't that what are you looking for?

Daily disposable lenses represent the most convenient contact lens option available today. One of the greatest benefits of this modality is that patient doesn't need to depend on lens care solution because there is no need for any lens cleaning or disinfection, that means less opportunity for deposit build up.

Daily disposables are not used only as a way to decrease solution incompatibility but also as a way to reduce patient non compliance.

It is the safest modality recommended for all various types of contact lens wearers; children, teenagers and for those who practice sport activities or have active lifestyle.

In addition to the many patient benefits, daily disposables offer significant benefits to your practice; as well:

Daily disposables generate more revenue than any frequent replacement modality. Fitting daily disposables can be significantly more profitable than any other lens system.

On top of all the above, it is time to choose the right high quality brand of daily disposable:

THE BIOMEDICS 1 DAY

- High quality lens made from high water retention material:
Ocufilecon B.
- Excellent handling due to the lenticulated design.
- Rounded edge that provides excellent comfort.

Biomedics 1 Day removes the need for a comfort agent to maintain lens comfort throughout the day. It is the safest and most comfortable lens among its competitors!

So, isn't that what are you looking for????



*Hala Bilal,
M.Sc.,
Territory Manager, CL
Lebanon*

Better Vision, More Comfort

Astigmatism is the most common vision problem that most people don't know what it is.

What is ASTIGMATISM?

Astigmatism is an optical defect that causes blurred vision due to irregular shape of the cornea or lens. The curvatures of the cornea or sometimes the lens inside the eye are not even and therefore, when light strikes the retina at multiple points instead of one focal point, vision is blurred. Astigmatism usually occurs with other vision conditions like myopia and hyperopia.

Treatment of ASTIGMATISM

Astigmatism can be corrected by eyeglasses, contact lenses and sometimes refractive surgery. Soft contact lenses are now a good treatment option for most of the astigmatic cases due to the improvement in technology and manufacturing.

Slight amounts of astigmatism usually don't affect vision and don't require treatment, however, some patients would still complain and correction with spherical equivalent lenses may solve the problem in some cases but toric lenses will remain the best solution and will provide better visual acuity.

Larger amounts of astigmatism cause distorted or blurred vision, eye discomfort and headaches and could never be treated with spherical equivalent lenses.

From my experience, I prefer to always prescribe the full correction (sphere + cylinder) and use in specific Biomedics Toric for all my cases of mild to moderate astigmatism (up to 3.00D). The design and parameters of this lens are flexible and provide high level of comfort for my patients with practically no need for initial trial even for oblique axis.

*Dr. Rania Kamel Shafi,
Optometrist,
Jeddah Eye Hospital*

The Second SYROPTICA Exhibition

MI_Syria is very proud to be among the main participants at Syroptica.

This year however was very special and on many levels: MI-Syria exhibited the newly acquired **TOMEY** of **Japan** diagnostic equipment line. As well we exhibited a full line of lens lab equipments made by **INDO - Spain**.

The attraction and high traffic in our booth kept us all busy. Our Contact Lens line grew by **over 35% since 2007** and **Medicals International** extended coverage of the syrian territories. All of this made our franchise in Syria more successful.

I look forward to seeing you at SYROPTICA in the years to come.



*Nicolas Aramouni,
Sales Manager,
Contact Lens Department,
Syria*



Contact lenses and dry eyes

What causes dry eyes from contact lenses?

According to the Schepens Eye Research Institute in BOSTON, approximately 10 million people in the United States suffer from Dry Eyes. One risk factor for dry eyes that might be surprising is that wearing contact lenses can usually cause dry eyes. Why is it that contact lenses can cause Dry Eyes? Simply stated, Dry Eyes can occur if you either don't have a sufficient quantity of tears or if the composition of the tears you have is not correct.

Soft Contact Lenses:

Contact lenses are manufactured from one or two types of polymeric materials. Soft contact lenses are made from hydrophilic plastics that contain water. In fact they may contain anywhere from 30-75% water depending on what type of wearing schedule they are designed for. In general, the more water a contact lens contains, the more prone it is to dehydration and losing its water. This is not a desirable attribute because as water evaporates from the front surface of the lens while being worn, it reacts by absorbing water from your natural tear film, causing you to have symptoms of dry eyes. While in most situations dehydration is usually not a problem, common environmental conditions and activities can cause the dehydration to occur with resulting Dry Eyes.

Conditions that may cause dryness, such as the heat being on in a room, using a hair drier, someone smoking or being exposed to smoke from any source, exposure to wind while running.

Fortunately, dry eyes symptoms from contact lenses is usually temporary and can often be minimized or eliminated by changing lens material and or water content of the soft contact lenses.

An example of a very distinct material, the OCUFILCON, which has high water retention and attracts less deposit on its surface. This material characterizes the BIOMEDICS brand”.

However, for patients who have been wearing their lenses for many years, there may be another cause. The continual rubbing of the lens across the surface of the cornea, may result in sloughing off the microscopic hair like structures that exist on the outermost layer of the cornea to assist in keeping the tear film stable. Years and years of gently chaffing occur even if you are totally comfortable with your contact lenses and wear them successfully for most waking hours.

Rigid Gas Permeable Lenses and Dry Eyes:

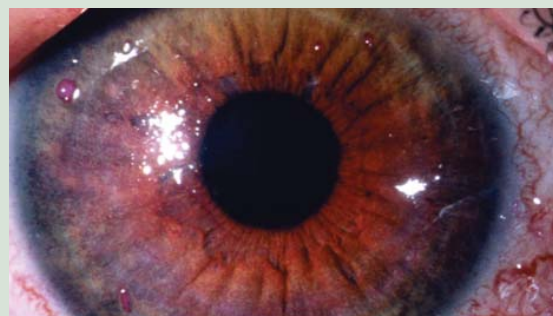
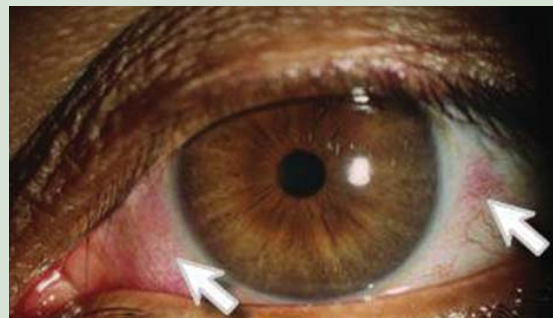
Rigid Gas Permeable Lenses are manufactured from polymeric materials that do not contain any water at all. One would think that this is preferred to having the possibility of water evaporating from the lens and causing dry eyes symptoms. However, the very nature of the Rigid Gas permeable contact lens polymer is that it is "hydrophobic" and tends to repel water and thus the tear film. Rigid gas permeable contact lens-

es must be specially formulated to enhance their wetting characteristics so that they are compatible with the tear film. Even with these formulations, their surfaces are more prone to drying and creating dry eyes symptoms. The problem of mechanically chaffing the fine structures that attract the tear film and make it stable is even greater with Rigid Gas Permeable Lenses because of the stiffness of the lens ...it is rigid.

Contact lenses can provide a greater improvement over spectacles for people who are bothered by the cosmetic appearance of spectacles or the limitation to activities that they pose. To have a comfortable and successful contact lens wearing experience the patient should always be under the care of a practitioner to be sure that the lens fit and lens materials are compatible with the eye conditions.



Charbel Farfour,
B.SC.,
Jr. Territory Manager, CL
Riyadh, KSA



Global overview on dental implant market

References:

- 1- Millennium research group : www.mrg.net
- 2- www.astratech.se
- 3- Dental Supplies report published by www.marketresearch.com Aug. 1,2006
- 4- www.bioportfolio.com

The world market for dental implants is growing at a rate of approximately 20 per cent annually.

Market research and studies had shown that the global dental implant market, comprising of regular-(>3.0 mm) and small- (<3.0 mm) diameter dental implants, final abutments, in the US, Europe, Asia Pacific, and emerging economies, continued to experience significant growth in 2006.

“In particular, the US dental implant market grew more than 25% in 2006, generating almost half of global revenues”.

This market expansion is aided by the growing number of general practitioners who are adding dental implants to the list of services they offer, and by improved technology that is instilling **confidence in implantology and making it more users friendly.**

In Europe and Asia Pacific, dental implant companies continue to emphasize the importance of training practitioners in implantology techniques.

In fact, some companies are as well making their dental implant systems more users friendly and less expensive for practitioners.

Sales of dental implants and abutments rose up in 2006 reaching nearly \$2 billion, led by Europe, where the popularity of implants saw sales peaking at \$760 million or 42% of the global market.

Japan is the world's third largest market for dental implants. In 2006, the Japanese market for dental implants was estimated to be worth USD 180 million, and is expected to grow to USD 317 million by 2010.

New and exclusive Emerging Markets for Dental Implants reports for Brazil, China, India, Russia and Middle East market provide invaluable market intelligence, not available elsewhere, on these fast-growing and developing markets.

“For example the Kuwait market had shown a growth of 11% in the public growing from 924 implant surgeries in 2005 to 1026 surgeries in 2006. And the rate is estimated to grow exponentially”.

What helped to have such a growth in the **dental implant market** is related to different points of human life and new science discoveries. The advanced bone grafting and regeneration techniques have radically expanded the possibilities for implant-based restorative dentistry. **World sales of dental bone grafts reached \$130 million in 2006, up 12% over 2005.**

The report projects the use of bone grafts will more than double **by 2012 with revenues reaching \$266 million.** Grafting techniques are making it possible to expand the candidates' pool for implants to include a sizable population of edentulous patients who were poor candidates for dental implantation due to severe bone resorption.

In another turn, the concept of immediate loading is fast becoming a major driver for the European dental implant industry as it provides several advantages over delayed loading. These include decreased treatment time, minimised surgical procedures, and maximised aesthetic results.

The demographic factor of human life which had shown an increase in the average age of human beings and a new life style shows an increase in personal income and a **new concept of thinking about the look and the beauty of a person,** including a greater interest in the mouth, teeth and **smile.**

If we have a general look on the world economy we notice that some recession is shown in different field but in the medical industry, markets are showing a high growth especially the dental market that is still growing worldwide and shows the highest rate of growth.



*Chahid Daghfal,
Jr Territory Manager
Dental Department
Kuwait*



Kuwait Dental Association event

The Kuwait Dental Association organized their 14th KDA International Scientific Conference this year in Radisson SAS hotel (Kuwait) on the 16th of March 2008. The event began on the 16th of March 2008 and closed its activities on the 18th of March, recording another remarkable experience, very well planned and organized by the Higher Organizing Committee, led by the Chairman Dr. Ibrahim Ismail Ali Abdullah.

Two days before the beginning of the conference, a pre-conference scientific program was organized tackling different dental issues like the Management of Odontogenic Cysts and Tumor, Dental Implants, Occlusion, Pediatric Dentistry, etc.

Ten main speakers (coming from the United States, UK, Switzerland and Germany) came to Kuwait to participate in the conference and presented many subjects of great importance in today's practice in all specializations.

The speakers were:

Prof. Rui Fernandes, Dr. Lars Spangberg, Dr. Michael Cuddy, Dr. K. Jack Toumba, Prof. Monty Duggal, Dr. Chin Yu Lin, Dr. Gurkan Goktug, Dr. Terrence Griffin, Prof. Dr. Rainer Reginald Miethe and Dr. Eduardo Mahn.

Thirteen dentists from Kuwait, Kingdom of Saudi Arabia, Qatar, Iran, Egypt and Jordan presented as well their abstracts, enclosing subjects of all specializations.

The KDA was preparing each day a different special edition of its KDA Zoom Newsletter, distributing it to all participants.

At the same time, the conference's Social Committee prepared a social program to go along the conference, where they introduced visitors and participants to Kuwait, and organized as well many social activities and outdoor trips taking advantage of Kuwait's wonderful weather in this time of the year.

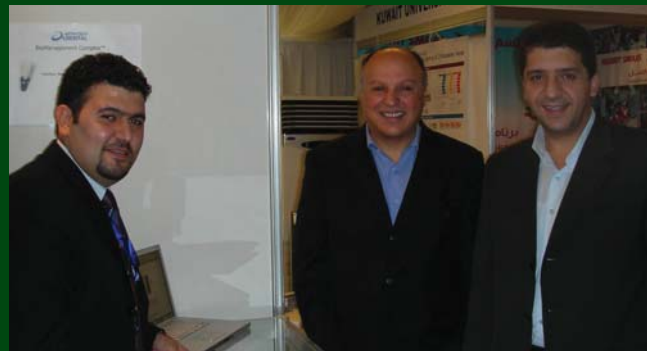
The exhibition itself also recorded a high number of participating sponsors summing up more than 25 companies offering all kind of products related to the dental industry.

Medicals International was one of the sponsors with a booth presenting to the Kuwaiti dental society the best of what the implant industry can offer, Astra Tech Dental implants. All kind of scientific studies were distributed by the delegates of Medicals International, related to the Conical Seal Design and the MicroThread design of our implants.

The dentists visiting our booth had the chance to explore our surgical and prosthetic kits, get to know the uniqueness of Astra OsseoSpeed fixture and surgical procedure, and had the opportunity to watch a real surgery playing on a display screen.



*Bassam Khoury,
Business Manager,
Dental Division*



New ICL / Toric ICL International Product Specialist Training

On January 23rd, 2008, Ziad Nehme (Territory Manager for the Refractive line in Lebanon) and Kahlil Hanna (Territory Manager in Medicals International-Syria) traveled to Switzerland to attend the new ICL / Toric ICL International Product Specialist Training at STAAR Surgical International HQ in Nidau and to enjoy the beauty of the Swiss countryside!

The training was conducted by Isabel Argeles, Medical Advisor and Trainer for STAAR Surgical, and lasted for two days. Isabel covered the basic anatomy and optics relevant to ICL, the preoperative assessment for ICL and TICL Implantation, the surgical procedures steps, complication avoidance and management, and a hands-on for refraction and White-to-White measurement as well as slit lamp usage.

In addition, the agenda included a visit to the production unit in STAAR Surgical where the steps leading to this precise, soft and safe lens were examined by the attendees.

STAAR Surgical is offering a Swiss made Implantable Collamer Lens for posterior implantation that performs better than Laser procedures in all measures of safety, efficacy, predictability and

stability. The near future of this lens is to become a viable alternative to laser treatment not only for high diopters but also for lower refractive errors starting from -3D.

“ICLs are available to treat myopia and hyperopia and Toric ICLs are available for myopic astigmatism”.

For more information about the ICL and TICL do not hesitate to contact the nearest Medicals International representative.



*Ziad Nehmé,
Tr. Manager, Refractive
Lebanon*



Femtosecond, Excimer, Microkeratome and advanced Diagnostic tools

A Full Refractive Experience in the LEVANT Hospital-Beirut.

On January 7th, 2008 the Levant Hospital in Beirut and Medicals International S.A.R.L celebrated the launching of the new Refractive Center. This project turned the beginning of my career at Medicals International to be more exciting and prepared me for a complete refractive exposure. Everything is brand new; Excimer Laser from Lasersight, an Astramax Topography, an Amadeus II Microkeratome and most importantly a Femtosecond LDV surgical Laser from Ziemer Group.

After selling more than 50 machines worldwide, Ziemer group placed the first femtosecond Laser in the Middle East at the Levant Hospital. The Ziemer's FEMTO LDV is the first compact and mobile femtosecond surgical laser system and has been conceived to provide a versatile, powerful platform for a wide spectrum of applications in corneal surgery.

To know more about this machine, Kahlil Hanna (Territory Manager in Medicals International-Syria) and I visited Ziemer's Group in Switzerland. Khalil and I had the opportunity to troubleshoot the machine and do a series of wetlabs on pigs' eyes. The aim was to get more experience in terms of clinical application.

Back to Lebanon, precisely at the levant Hospital, everybody is Going Refractive! But we are looking for more than just doing LASIK. It is an opportunity to live a full refractive experience: candidate patients and surgeons will enjoy the LDV femtosecond luxury, and when it is not the case, ICL and Intacs are waiting to change the life of a drastically visually impaired patient!

*Ziad Nehmé,
Tr. Manager, Refractive
Lebanon*



— Medicals International fully sponsored the first scientific meeting of the Emirates Cataract and Refractive Surgery Club (ECRS)

Under the patronage of the Ministry of Health of the United Arab Emirates, the first inaugural meeting of the Emirates Cataract and Refractive Surgery (ECRS) club was held in Dubai on the 23rd of November 2007. The meeting took off by the opening speech of his Excellency, the Minister of Health, Mr. Humaid Mohammed Al Qatami, followed by the speeches of Dr. Manal Taryam, president of the Emirate Medical Association-Ophthalmic Society (EMAOS), Dr Elias Jarade, Founder of the ECRS and the Medicals International introductory speech.

“The meeting took place at the Dubai Marine Beach Resort and Spa and the Gold sponsor of the event was Medicals International.”

The meeting was the occasion to launch the **ECRS club** which was born out of the good will, ambition and hard work of all **EMAOS members** to be a sub-community of the **EMAOS** that will take the challenge to promote continuous medical education among doctors, and helping transferring skills to all cataract, cornea and refractive surgeons and at the same time helping in standardizing the practice of ophthalmology and mainly the Cataract and Refractive Surgery practice in the **United Arab Emirates (UAE)** and the whole region. Also, the meeting took the opportunity to invite ophthalmologists and eye care providers from the whole region to join the **ECRS activities**.

The scientific program of the meeting covered many topics in medical and surgical ophthalmology and the well renowned invited speakers gave an update on the status of different ophthalmic top-

ics with main focus on cataract, glaucoma, corneal and refractive surgeries and different anterior segment procedures with thorough coverage of the progress which was made over the last few years. Professor Karim Tomey from Lebanon presented "The Challenges of Combined Cataract & Glaucoma Procedures"; Dr. Ali Alrajhi from Saudi Arabia presented "Challenging cases in cataract and refractive surgeries"; Dr. Saleh Saif Al Mosabi, from UAE presented an update on "Deep anterior lamellar keratoplasty, bubble technique"; Interesting cases in cornea and anterior segment were presented by Dr. Shucri Shawaf from Lebanon; "Corneal cross linking basic and preliminary results" was presented by Dr Millicent Grim from South Africa; "Keratoconus managed with ICR vs. C3R" was presented by Dr Maria Clara Arbelaez from Sultanate Oman; Dr Elias Jarade presented "Mathematical model of corneal remodeling after Intacs surgery in keratoconus.

New topography-guided nomogram for INTACS surgery"; Dr. John Steile from USA presented "Specialty Contact Lenses on Irregular and Post Operative Corneas"; Dr Mohammad Wagih, Kuwait, presented an update on "Epi-LASIK"; Dr Sandip Mitra from India presented "Epi-LASIK: the Procedure of Choice for Surface Ablation"; and Dr Tamer Gamaly from Egypt presented an "Update on Phakic IOLs". The closing speech was given by **Medicals International** and was followed by a sponsored dinner at the same resort.



*Dr Elias F. Jarade,
MD, FICS, Ophthalmologist
Cornea and Refractive Surgery
Department,
Dubai, UAE*

— My ICL experience

My first case of IOL was a myopic astigmatic patients with refraction -14 sph and -2 cyl axis 15, she was a nice young female patient who was seeking LASIK surgery.

Her corneal thickness was 510 microns as well as I don't do LASIK for more than -10 diopters. I gave her a choice for using the ICL as an option. I was really convinced with improvements of the 4th generation of ICL with minimal possible complications and more accurate ways of sizing the IOL together with predictability and efficiency. This was confirmed by talking to experts in international conferences and reading publications. I was so excited to start and I had the certification course to learn some of the tips and tricks. Ordering the ICL was easy, you just have to have the needed information: Refraction, anterior chamber depth from endothelial side, K-readings, endothelial count, pachymetry and white to white measurement.

The technique of implantation is simple but you have always to remember that you are working in a phakic eye with widely dilated pupil, so always take care not to insult the crystalline lens. Moreover the ICL is so thin and delicate so you have to manipulate with right instruments and technique. It is important to have a patent iridectomy to avoid pupillary block. Having a small incision surgery fits well with such a refractive type procedure.

“The postoperative course is smooth actually patients can see 20/20 few hours after surgery”.

Your main concern for the first few hours is to watch for increase in the IOP, which can be prevented by proper removal of the viscoelastic at the end of the procedure. Patients are extremely happy postoperatively enjoying great quality of vision.

I was a moderator last week for a session about ICL organized by the **International Eye hospital in Cairo-Egypt**. We had Dr. Lovisolo from Milan as a guest speaker. He explained the very wide range of indications for ICL not only, myopia, hyperopia, astigmatism but also stable keratoconus using **Toric ICL**. He also showed his long term results and follow up of patients which was very enthusiastic and encouraging. I presented a technique of implanting of the ICL without the need of the injector, using only the cartridge and sponge manipulator.

I think ICL is the future for refractive surgery particularly with decreasing range of corneal refractive surgery. Only what is needed is lower pricing to give a chance to more patients to enjoy the excellent results of the ICL.



*Pr. Dr. Yehia Salah Eldin Mostafa
Professor of Ophthalmology, Kasr Al Aini,
Faculty of medicine, Cairo University
Egypt*

I am very glad to announce that Medicals International has acquired the distribution rights of Tomey products in the Middle East. Effective April 1st our representative will be ready to help and support with any inquiry for your already existing Tomey products, as well provide product and technical information about new Tomey product range.

Tomey Corporation is a Japanese company which had a worldwide presence since more than 40 years in the ophthalmic and optical market. Tomey and its affiliates (**Tomey Europe and Tomey USA**) have established a tradition of high quality instruments and service through innovative technology, superior products and a strong commitment to customer support. From this concept, Tomey logo was born as "Technology and Vision".

All Tomey products are designed, developed and manufactured in Japan (**Tomey Corporation head quarter**) except for a small product portion including slit lamps, Perimeters, electrophysiology stations and chart panels, which are manufactured in Europe.

Tomey product range is spread over ophthalmic and optical lines including:

- 1- Refractive; (Lensmeters, chart projectors, chart panels, Refractometers, keratometers, phoropters).
- 2- Slit lamps.
- 3- Corneal topography.
- 4- Ultrasound (A-scan, A/B scan and pachymeters).
- 5- Electrophysiology.
- 6- Specular Microscopy.
- 7- Non contact Tonometers.

We would like to take this opportunity to give you briefing about some of Tomey new product generation including new advanced Topo-Ref-kerato-meter model RT7000 and the specular endothelium Microscope EM3000.

All Tomey new generation units include as standard the following features:

- 1- Touch screen for easier/quicker measurements.
- 2- Auto shot, for better measurement accuracy and preventing that measurements are taking while the patient is not in good focus.
- 3- Auto alignment, as above for better accuracy.
- 4- Electronic, power motion joystick which gives easier patient positioning and alignment.

TOMEY EM-3000 SPECULAR ENDOTHELIUM MICROSCOPE

Similar to all new Tomey units, the EM-3000 includes all the above features (Auto Alignment, Auto Focus, Auto Shot and Electronic Joystick) which makes it one of the most advanced Specular microscopes available in the market.

* Video capturing of 15 pictures

The EM-3000 takes 15 images with every examination. The best out of these 15 images is automatically selected and displayed on the screen.

* Integrated non contact pachymetry

The corneal thickness in the center will be measured automatically with every examination. The accuracy is 10µm which makes it as a perfect tool for corrected IOP calculation.

* Wide measurement range

Makes it possible to count up to 300 cells.

* 7 Measurement Areas

Images can be taken at 7 positions (central and 6 peripheral points). Which covers a cornea area of 945.000 µm².

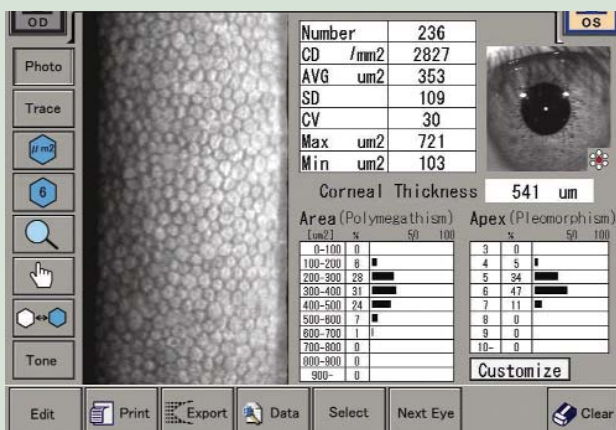
* High resolution 8,4" colour touch screen

An easy to use colour touch screen shows even the smallest detail. As well the touch screen can be used for easy alignment and focusing.

* Integrated fast and automatic analysis software

Which enables the users to select either automatic counting or manual, as well as adjusting detection of cells, Zoom and export data to network or other peripheral devices.

*Michel Kleib,
VP Eng & Product Development*



As previously mentioned in page # 10, **Medicals International** is now the distributor of **Tomey** line in the Middle East. In the below I will be briefing about the Tomey RT-7000 which is one of the first TOPO-REF-KERATO-METER.

TOMEY RT-7000 TOPO-REF-KERATO-METER

*** Color Touch Screen**

The 6.4 inch colored touch screen is used as operating monitor as well as for displaying all measured values. You can even move the unit in all directions by touching the screen, simply: all commands can be done via this touch screen.

*** Auto Alignment + Auto Shot**

The handling of the RT-7000 is very easy - it does almost everything by itself. Alignment and measurement are done automatically. You just roughly align the system towards the patient eye and the rest is taken care of by the instrument. By touching the screen commands, the system automatically moves to left or right eye and do measurement automatically.

*** Pupil + Cornea σ Measurement**

Once you have captured your patients eye you can set the pupil and cornea measurement bars to measure the individual diameter. These values will also be stored, displayed and printed.

*** Electronic Controlled Chin Rest**

Since all movements of the RT-7000 are electronically controlled, of course also the chin rest follows your command for adjusting the patient up or down by just pressing a button. For the mounting on a refraction unit you can easy disassemble the chin rest from the main body.

*** Three functions in one instrument**

Refractometer, Keratometer and Topographer only in one unit. Senior citizens and children can be examined without moving patient to three different instruments. Switching from Ref-Kerato Mode to Corneal topography Mode is easy by just pressing one button: the light cone appears from the measuring head and the Ref-Keratometer is transformed to the Topographer.

REFRACTOMETER

*** Dual CCD technology for refractometer**

Two CCD cameras are used to capture images for observation and measurement while providing highly accurate measurement data.

The viewing angle of the fixation target is wider to make patient relaxed during fixation to avoid accommodation.

*** IOL and cataract Mode**

When it is difficult to measure pseudophakic or cataract eyes in normal mode, it can be switched to the IOL or Cataract Mode to match the state of eyes being examined.

It switches into the Cataract Mode automatically, when needed.

KERATOMETER

New indexes for keratometry KAI and KRI:

The Corneal Irregular Astigmatism display function is installed to expand the possibility of Keratometer. This is the new function to measure the level of Corneal Irregular Astigmatism, which was difficult in the past.

The Indexes of KAI and KRI that show the Corneal Irregular Astigmatism are displayed with their different levels.

KAI: (Kerato-Asymmetry Index)

The Index indicating the asymmetry of cornea. This index becomes larger when the corneal shape is asymmetric.

KRI: (Kerato-Regularity index)

the index indicating the regularity of the cornea (higher-order irregular astigmatism) this index becomes larger when the corneal surface is not smooth.

CORNEAL TOPOGRAPHY

It is possible to confirm the detail of the corneal shape with Topographer by switching to the Topography Mode with only "ONE TOUCH" if irregular astigmatism is suspected with KAI and KRI.

With the corneal topography anyone can easily capture measurements with Auto Alignment and Auto Shot.

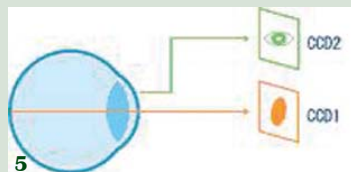
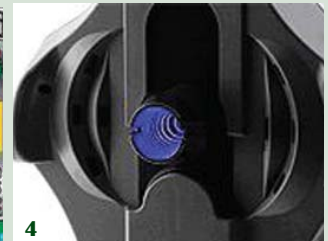
The measurement variation is significantly reduced no matter what the skill level is of the operator.

Various color map: absolute and normalized color maps can be viewed.

*Elyse El-Chouefaty
Product specialist optical dpt
Lebanon*



- 1- Measuring Head: Topo / Ref Modes
- 2- RP-7000
- 3- Screen shot of RP-7000
- 4- Topography Mode
- 5- Dual CCD



5 years at Medicals International

The 1st of April 2008, I will begin my **sixth year at Medicals International**. Five years of experience that I could never acquire in any other company, why? too simply because, Medicals give an equal chance for each one of its members to learn, to advance and to grow... In other term, the company pushes its people towards real success, giving us the opportunity to forge our way to the top with our own hands, starting fresh graduates and reaching the top within few years of hard work and commitment.

Too short "5 years now", too long of a time in ones life and carrier development. Days and nights learning products , system managements, customers, human ressources, inventory, account receivables and the list grows as you head on with your carrier at this fine organization.

My colleagues at Medicals know very well what I am talking about since we all had the same chances, but some preferred to take the easy way and leave and others accepted the challenge and forged their way to the top.

This is in brief my experience at Medicals International.



*Jean Claude Bachaalani
IOM & Business Development Manager,
Ophthalmology
Jeddah*

Medicals Optical Club the first step towards success

The idea behind "**Medicals Optical Club**" is to gather all the Elite in the optical field and to develop together a learning forum.

Our purpose remains in leading the optical business through utmost professional spirit summed up as follows:

- *Differentiate the business from the competition by means of product positioning through quality offering.*
- *Provide comprehensive technical and commercial trainings.*
- *Provide high quality tailored marketing support.*
- *Award preferential value prices.*

M.O.C debut today to honor and support privileged clients that believe in quality providing and have the daring attitude to make a difference despite the economic challenges that we are all going through.

On February 22, 2008 our events started at **Medicals International Headquarters** by presenting the optiswiss launching which has been followed by a dinner at L'OS restaurant Ain Saade.

The group that will make **M.O.C** privilege, are with no doubt, the very elite professionals in the optical industry in Lebanon.

It is with no doubt in my mind and very close to my heart that quality will always stand even in a worse economic case setting.



*Elyse El-Choueifaty
Product specialist optical dpt
Lebanon*



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Medicals International

We think of the patient first