



Vision With Attitude

Medicals International

EVOLUTION; A MUST ON ALL LEVELS

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■ Medicals International is now a certified trainer for Vision ICL, Phakic IOL & Intacs

■ Preparations for MEACO are on track

■ Opening of an additional Medicals International Office in Riyadh, KSA

At Medicals International we are witnessing the launching of our Biomedics Evolution with Aberration Neutralizing System, and the question from our customers and in our very mind remains, are we in need for Evolution in products which literally propagates the answer to "the need of Evolution" in oneself.

If I concentrate on specifics and product lines and compare what our Evolution new contact lens line offers compared to our best selling Biomedics, the difference surely can be measured with solid design features and clinical proofs that illustrate on why there is need for an Evolutionary line. However, I believe Evolution is needed on all levels of our practices to ensure needs are answered and here is why?

In the contact lens line, customers from one side require to use their vision to read blackberry & SMS messages and small texts more than ever before. The refractive industry is witnessing development of aberration measuring devices and other detection three dimensional systems that can read better the needs of our visual systems. As well, manu-

facturers have at their disposals some of the world best three dimensional lathing, so why not having a better product and answering the growing need for better optics and better vision!

The complexity of Evolution remains however at the very essence of what we daily do.

Today's needs are changing in parallel to our own Biology and maybe at a faster pace. Distances are shortened and the acquisition and exposure to "Bettors" are at each ones reach, whether in business practices or medical ones. In other words, if Medicals, my own company, cannot answer to customers needs and their developing requirements, a new and better contender will do and if your own practice cannot answer to what your patients require, others do.

Similarly and on human level we are all exposed to products, lifestyles and luxury items that may require from us to work harder and accept carriers that are more challenging to answer to our own needs. As well as, we are all in contact with ecologically deteriorating system, especially in large metropolis, and we are exposed to the need



and suffering of others while humanity is on daily basis challenged in dealing with economic inequalities and other humanitarian matters that require Evolution in our Eco & Social system.

Therefore, there is an alerting need from us all for an immediate consideration of some Evolutionary steps to implementing change; whether in daily practices or maybe in the way we approach our own lives individually or as a group. Things are changing and we must accept to change to the better of course, in products and in our own selves.

Your colleague, partner and friend,

Walid G. Barake
President and Founder.

PHAKIC 6 II; THE BETTER ALTERNATIVE FOR THE SURGICAL CORRECTION OF HIGH MYOPIA

Enough time elapsed to allow the ophthalmic community to look for alternatives to the lasers for the correction of high myopia. There was time were a -20.0 D eye was treated with PRK! Gradually, the limit of how much myopia can be safely corrected with laser diminished year after year. Today, every surgeon will think twice when he/she faces a motivated patient with -8.0 D seeking vision correction.

The Phakic 6, amid the various popular concerns that comes with it, seems to be the safest and most affordable solution for those patients.



OII has put all these concerns away while designing the Phakic 6 II. As a consequence, complications' frequencies dropped dramatically with the new design.

Unlike most of the AC phakic IOLs, OII made the PH6 with 6mm optic diameter to prevent glare and halos that may result during night vision.

Amid its size, the optics floats while carried by the notched haptics design. The notches allow more flexibility as well as optic displacement in response to mechanical stress, like eye rubbing. The endothelium is totally protected. Furthermore, this vaulting prevents papillary blocking.

The new design of the foot plates haptics, insures less insult to the iris by distributing the pressure better on the whole foot plate. So Iris dystrophies are a problem of the past.

Opening a large incision to insert the PH6 may be a set back to most of the surgeons. The fact is, a bevelled 6mm incision is quite sealed and thus with one x type or two radial suture, you will be able to well approximate the wound and control your astigmatism.

OII realized that the refractive surgery is an elective one. Thus, they coated the PH6 with heparin to eliminate the post-operative inflammation and reduce the possibility of infection.

Next to the design features that OII employed, they designed special software to precisely calculate the power and the size of the IOL. Such a tool, will allow the elimination of the complications related to the IOL power calculation and sizing issues.

Finally, Medicals International further contributed to making the surgery safer and less eventful by supplying an extra free of charge refractive glide. The later will prevent iris entangling and will eliminate the incidence of pupil ovalization. The glide also prevents any possible touch with the natural lens prohibiting the formation of traumatic cataract.

From all the above, The Phakic 6 II provides a safe and an affordable solution for those patients that are most in need of vision correction.

Ahmad Tabaga, B. Eng.
Associate Sales Manager- Egypt

CORNEAL ASPHERICITY AND ASPHERIC CONTACT LENSES, BY DR. AMAL EL DIRINI

A spherical lens (same curvature all over the surface) focuses light in more than one focus point (f_1 , f_2 , ...). Light that hits the lens on the periphery will be stronger refracted than the light that hits the centre, and this causes spherical aberrations.

To have a sharp view, i.e. to focus all the light in one point, the curvature in the periphery has to be changed to get a so-called aspheric lens.

To change a spherical object to an aspherical prolate shape, the curvature in the periphery has to be decreased, while the central curvature remains the same and the aberrations can be eliminated.

So asphericity Q describes the change of the curvature from the center to the periphery.

The cornea of an eye with no spherical aberrations has an asphericity with a Q -value between -0.3 and -0.5, i.e. the cornea is prolate.

The new Biomedics 55 Evolution aspheric contact lens from Ocular Sciences which is a modification of the Biomedics contact lens has addressed the issue of corneal asphericity and corrected spherical aberrations by adjusting the optical design on the anterior surface of the lens, and further adjusted and enhanced contact lens optics allowed less and less ocular spherical aberrations with a resultant clearer, crisper and sharper vision with enhanced visual performance.

Furthermore, the redesigned and modified 55 Um tapered lens edge, instead of the initial 70 Um diameter edge, produces thinner, rounder and smoother profile which gives greater comfort and better overall wearing experience.

We had been using the Biomedics for several years and shifted to the new Biomedics 55 Evolution Aspheric contact lenses with excellent fit and comfort to all our patients, easy handling and highly satisfactory tolerance and visual performance. We are using them for enhanced vision, and as bandage

contact lenses in very low powers in corneal injuries (erosions, aberrations and ulcers) and post refractive surgery (PRK, Epi-K and LASIK).

We will continue using this excellent lens as we also look towards excellence in patient care.



Dr. Amal Abdel R. El Dirini
MB., B.CH., M SC, MD, PHD
Professor & Consultant ophthalmic Surgeon
Boushahri Clinic- Kuwait

SEIKO: USE THE POWER OF A GLOBAL BRAND

Many opticians are utilising SEIKO branded products to satisfy customers and increase profits. Over the last 18 months you have read about the benefits of SEIKO lenses in 'Vision with Attitude'. These include:

- A globally recognised brand that is associated with innovation, technology and style
- Japanese quality – probably the best in the world
- Excellent anti-reflection coatings including the easy to clean Super Clean Coat
- Leading lens designs including a wide range of free-form generated 'internal' progressive options

Our customers tell us that competition in

the optical market place is increasing. The same number of customers is being divided between an increasing number of opticians. Clearly the highest priority is to provide excellent eye care for patients, but to do this it is necessary to be profitable. The challenge is for opticians to maximise profit from each sale.

It is true that some of your customers care only about price, but it is also true that many of your customers care about value for money. A proportion of these are prepared to pay more for high technology, high benefits products. SEIKO lenses are not the cheapest on the market, but the strength of the brand and the excellence of the prod-



ucts can make them the most profitable for you as your customers will pay more for SEIKO benefits.

If you would like to know more about how SEIKO can increase your profits please contact Elyse El-Choueifaty at echoueifaty@medicalsintl.com

David Nicoll, International Sales
Seiko Optical UK

WHAT ADVICE CAN YOU GIVE YOUR PATIENTS TO ENSURE MAXIMUM GP LENS COMFORT? BY DR. PAUL ROSE

In the last newsletter we covered the main reasons why keratoconus patients fail to wear their GP Rose K lenses, and what a fitter do to maximise the lens comfort.

Contact lens practitioners often go to huge lengths to ensure the correct fit, but overlook the fact that the patient also is an integral part of the equation for achieving successful Rose K GP lens wear. How often have you achieved a successful fit, only to find that the patient turns up 6 months later unable to wear their lenses or with reduced wearing time.

So what advice should you be giving your patients to help ensure long term successful GP wear?

1. The most common problem is poor lens maintenance

For a GP lens to be comfortable it must be clean and ideally free of surface blemishes such as protein and scratches. Patients should always wash their hands thoroughly before handling their lenses to avoid damaging the lens surface, and should use a separate cleaning and storage solution to keep the lens as clean as possible. Also a protein clean on a weekly basis is recommended as often these patients have associated atopic problems which causes the GP lenses to coat with protein more rapidly than regular GP wearers. I personally find the total Boston lens care system ideal for maintaining the Rose K lens.

2. Instruct the patient not to rub their eyes

Most keratoconus experts now agree that eye rubbing is something that keratoconus patients should avoid at all costs, as there is

good evidence it exacerbates the disease and makes the allergic process worse. Controlling any allergic process is important and NSAID's such as Patanol can be extremely useful in providing "eye" comfort. In cases where patients aggressively rub their eyes on lens removal, I often give a combination vaso-constrictor/wetting drop to use immediately on removing their lenses at the end of the day. Prefrin is one good example.

3. Have regular eye examinations

The importance of regular eye examinations cannot be underestimated. How often have you seen patients returning with major problems after several years absence? Keeping an ideal lens to corneal relationship is paramount in long term successful Rose K GP wear. I go to great lengths, particularly at the initial examination once I have achieved a satisfactory fit, to stress to the patient that keratoconus is often progressive and requires regular 6 monthly examinations to ensure that the lens is still fitting correctly and in good condition. I also comment that a poorly fitted or maintained lens, can cause serious permanent corneal damage which can result in corneal scar tissue and permanent loss of vision.

4. Regular contact lens polishes or replacements

Fortunately in my practice I have equipment which allows me to polish GP contact lenses. I do this for all my patients annually, and for some patients 6 monthly. Careful inspection of the lens surface is important. This is often difficult to see while the lens is on the eye. The lens should be removed,

dried with a soft tissue and inspected with a 2 to 3 X magnifier while the lens is back lit. If you do not have the luxury of being able to polish lenses, then the patient should have two sets so they can leave one set with you to return to the lab for polishing, or alternatively, replacement Rose K lenses will be required often as frequently as every two years. The modern GP material is so much better for the cornea but is a relatively soft material compared with PMMA, and therefore requires more careful lens maintenance.

5. Use sunglasses outdoor

Evidence suggests that UV light is detrimental to the cornea. Wearing sunglasses has a two-fold benefit in that they provide UV protection and they assist keeping dust and debris out of the eyes, particularly good wrap around sunglasses that provide protection at the sides as well. Keratoconus patients are nearly always photophobic and get great benefit using sunglasses outdoors.

Just achieving a good contact lens fit is not enough to maintain long term comfortable Rose K GP wear. The patient must be made acutely aware that they also have a very important part to play, and should be reminded of this on regular occasions. Spending a little extra time with patients at their routine examinations, to review their lens care system and to make sure that they are following your advice, certainly pays dividends in the long run, to make sure that they will continue to be able to wear their Rose K lenses for their lifetime.

Paul Rose
B. OPT, B. SC, FNZSCLP

ACTIVITIES BY MEDICALS INTERNATIONAL

ANOTHER SUCCESSFUL EVENT IN KUWAIT; LAUNCHING OF THE BIOMEDICS 55 EVOLUTION



George Obeid lecturing

The seminar was scheduled to be for 3 consecutive nights on the 10,11,12 July 2006.

More than 250 persons attended; ophthalmologists, optometrists, and sales person from all the major optical shops, clinics and hospitals of Kuwait. MI-Kuwait launched the latest aspheric contact lens, the Biomedics 55 Evolution, with its unique anterior curve that corrects both, the natural's eye aberration, and the contact lens spherical aberration; leading to a crisper, sharper, and clearer vision.



Noor Optics Team



Joseph Nachawaty presenting

The seminar was followed by a dinner in a very friendly, warm atmosphere, and joyful vibes.



International Optics Team

KSA; OPENING OF A NEW OFFICE IN RIYADH

It was a pleasure to celebrate the opening of our new office in Riyadh with the first seminar gathering held for a group of 20 sudanese optometrists and doctors. The seminar included 3 powerpoint presentations, starting from a comprehensive introduction of the company profile, to a presentation about Edge III and finally Rose-K fitting. Our team in KSA, Ghanem Ghanem (Territory Manager) & Paul Baaklini (Sales Manager) had a valuable discussion with the attendance about our products, as they took the advantage to answer all their queries, and clear all the points for them. Their professional way in presenting themselves and Medicals International has met the pleasant and satisfaction of the attendance, which motivated everyone to interplay an active role in the discussion.

The team will continue with a series of presentations and scientific gatherings with all concerned groups.



Presentation and Group Photo



BEST SERVICE AWARD FROM ELLEX MEDICAL FOR 2006

I am glad to announce that we have won the best service award for 2006 from Ellex Medical.

Ellex Medical is a leading manufacturer for ophthalmic lasers; winning the award or the best service for such medical equipment is surely the result of continuous training and knowledge update for our service engineers.

I would like to take this opportunity to thank Ellex Medical for their trust in our company and in our service.

The award was delivered to Walid Brake during the Ellex distributors meeting in September 2006.



Michel Kleib
Chief Engineer, Technical Department
Medicals International

MEDICALS INTERNATIONAL; A CERTIFIED PARTNER

Medicals International demonstrated the ability to fully train and proctor early surgeries for both the Visian ICL Phakic IOL and the Intacs.

We have invested heavily in our staff and in trainings to be able to bring you the chance of introducing the hottest and most demanded surgeries.

Both Staar Surgicals and Addition Technology trust that we will be able to do the job as if they were themselves doing it.

The Increase of their popularity, coupled

with our commitment for better service, motivated us to this achievement. Starting from October 2006 we, at Medicals International, are fully authorized and certified to train doctors without the need of any supervision from both suppliers. Training sessions are official and certification will be cosigned with them.

This breakthrough will allow us to have a fully dedicated workforce to ensure all our customers can be fully trained and get certified for both surgeries with more flexibility and intensity.

Both Intacs and ICL are FDA approved for keratoconus treatment and refractive corrections respectively.

I highly encourage you to abuse this chance and get your hands on the training of what is now recognized as one of the most rewarding two surgeries in the ophthalmic field.

Farouk Bassyouny, B. Eng.
Product Specialist- Dubai

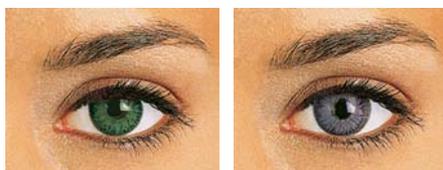
THE NEW COLORS OF TRIKOLOR

Our market is being raded by non-ending brands of colored lenses, with various colors & designs, but never customer full satisfaction...!

Medicals International introduced to its TRI-KOLOR existing five colors (Green, Gray, Blue, Hazel & Lilac), 2 new astounding colors (Dark Green & Blue Gray).

This lens, which is produced by Pfortner-Waicon, Argentina, represents one of the most distinguished lenses in our market, through its design, comfort & performance.

The moulding (Liquid Edge Moulding),



Dark Green

Blue Gray

same as Biomedics-Ocular Sciences, gives it the unique design & ultimate comfort, while its coloring from Pfortner, adds up a super Natural Look through its Micropigmentation system, with 12 integrated dyes in the polymer, thus creating the Tri coloring superior technique.

The polymacon-Hema compound with 38.5% water content, gives it durability & a

cleaner lens (less deposits).

Needless to affirm that during the launching of both colors, customers as well as end-users, were impressed with the new stylish, yet natural colors, that surpassed all expectations, thus scoring number 1 in sales this summer.

Leading to the theory; Never was the quantity that counts, but the Quality.

Try TriKolor now and give your patient what they really deserve.

Nicolas Aramouni
Sales Manager- Contact Lens
Medicals International-Syria

A TESTIMONY OF MI SUCCESS IN THE DENTAL IMPLANT FIELD

Despite the numerous challenges, Medicals managed to play a major role in introducing Astra's Dental Implant system to the Lebanese market. Among the main difficulties that Medicals faced are its late entrance of its implant system to the market, the high cost of its product and fierce competition. Not to mention, the economic situation in Lebanon that led to shift in demand towards cheap implants.

However, Medicals strengths are many, one of which is the Astra Dental Implant system itself, introducing an internal connection of 11° with a double hex and a unique, fluoride dipped rough surface known as the Osseospeed. Medicals complimented these strengths with a superior after-sale and customer service. It also built long term relationship with its customers based on trust and loyalty.

Our company is committed to offering training and providing the doctors with up-to-date information and technology in the field of implantology. Granting such privilege will allow Medicals to increase its market penetration and spread its product over a broader spectrum.

Jad El Hajj, Jr. Territory Manager
Dental

THE BIOMEDICS ALL-IN-ONE SOLUTION

Sales talking can run for hours and hours about any product in the world whether it is a good one or not, and I'm sure that I have the power to convince you, but not for long, because the highest power of convincing a buyer, customer, or a patient, is the product itself.

What we have in our hands "The Biomedics Solution" represents a breakthrough of all product selling techniques. it's not only in the white "medical" package that assures the patient a healthy product, but also its components in which all combined together would give us a revolutionary eye care product that satisfy and makes the patients think: Yes !! It is the most comfortable solution I used so far, and it cleans perfectly my lenses.

...That's why we call the Biomedics Solution: "strong on deposits gentle on eyes"

Gilbert Haddad
Territory Manager; Contact Lens
Qatar

SUPPLIER'S CORNER: OERTLI

OERTLI SWISSTECH: FLUIDIC SYSTEM MAKES THE DIFFERENCE

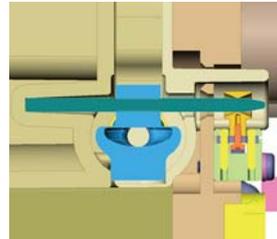
Fluidics control is the most important element of surgery platform performance, followed by ultrasound power control and modulation. It is the fluidics system which determines chamber stability and brings speed and efficiency to surgical manoeuvres. For its SwissTech high performance phaco machine, Oertli has designed a fluidics system which proves to be ahead of competing equipment.

The fluidics system includes pump, pressure sensor, cassette and tubing arrangement, valves, control software and, of great importance, the design of instrument tip and sleeve. All elements need to be carefully tuned to one another and must be designed and manufactured to guarantee optimum overall system performance. Oertli SwissTech is likely to offer the most advanced fluidics system of all high end peristaltic machines. This is achieved with an entirely new pressure sensor concept and high-speed peristaltic pump.

Contamination-free pressure measurement

The patented pressure measurement system of the SwissTech rules out any contact with the sensor by the aspiration fluid. In a closed chamber of shape and dimensions almost identical to the aspiration tube, pressure inside of the tube deflects a transducer-pin

which in turn activates an electronic force sensor. This measurement concept is extremely accurate, provides 100 readings per second and does not need recalibration after sterilisation of the tubing system. And, most important, it does not allow any air to



The patented pressure sensor eliminates any risk of contamination and is totally free of air

Immediate vacuum generation

The peristaltic pump of the SwissTech builds up vacuum within fractions of a second. Though it is a flow controlled system, it offers speed and efficiency similar to vacuum controlled Venturi systems, but requires no external compressed air source. As comparative measurements show, the SwissTech pump system is way ahead of competing high end machines!

What are the benefits for the surgeon?

Stability of the anterior chamber, followabil-

ity and holdability of nucleus matter and the possibility to work with high levels of vacuum and aspiration flow rate are true benefits making surgery safer and easier. There is no need to change bottle height during surgery. Most advanced micro size phaco tips for coaxial MICS (CO-MICS) or bimanual MICS probes can be used with the same ease as conventional phaco tips.

Safe for I/A too!

SwissTech fluidics offer advantages for cortical clean up and capsule polishing too. Even at lowest flow rates, no noticeable rolling effect exists and lowest levels of vacuum are accurately controlled. But once tissue is firmly hold at the tip and brought to the centre of the capsule, linear override can be activated from the pedal to aspirate and remove



SwissTech tubing system, key element of precise fluidics control. Reusable autoclavable or single use

tissue immediately through the small aperture of the aspiration tip. This feature provides both, safety and efficiency and greatly reduces the risk of capsular breaks.

INTERVIEW WITH DR. YASSER HABRAWI; A SWISSTECH USER

Dr. Yasser Habrawi, MD, FRCS. Ed is the President of The Syrian Ophthalmological Society. He's a lecturing professor in the Faculty of Medicine in Aleppo Univeristy and a Consultant Ophthalmologist. He operates in his private clinic, in addition to his responsibilities in the "Arabic Medico-Surgical Hospital". We had the pleasure to interview Dr. Habrawi about the installation of the Phaco Swisstech in his clinic. His wisdom and experience were sure of great benefit to us.

Q: Since When were you elected to the presidency of the Syrian Ophthalmological Society?

YH: This is my second year.

Q: Why did you decide to deal with Medicals International?

YH: I decided to deal with Medicals Int. because its representative could deliver the important message that " our products are of the best and we are always there for any assistance and help" . Tony Abou Abboud did not hesitate to set a demo machine in theatre and let me experience it . So , I have no worries concerning the func-

tionality and performance of my machine or any maintenance , when required.

Q: Why did you decide to invest in this particular phaco machine "Swisstech"?

YH: This machine offers me the best performance and feasibility. I am not worried about the durability of the tubing system, the priming time is negligible (in contrast to other machines I was familiar with), in addition to the "OK and Error" reports on the panel that allows you to use the machine in maximum safety conditions.

Q: How many phaco procedures did you perform during your years of practice and till date?

YH: Not counting the more-than-one thousand phaco operations I did in the past few years ; I had the pleasure of using my new machine in more than twenty operations , enjoying the minimal phaco-time.

Q: How do you describe the performance of the machine?

YH: I can surely describe the performance of my machine as excellent , easy to operate and reliable

Q: What do you think makes this machine the best in phaco surgery?

YH: Although some of my colleagues might vote for some other machines as being the best ; I do have some remarks of my own that make me prefer this particular one :

- The cold phaco option,
- the hexacrystal feature and many others.
- I also would like to mention the extremely light weight that allows me to wonder about with the machine in a small case without feeling my arm ache. This is of utmost importance for someone like me who works in more than one center and needs to carry around all his instrumentation.

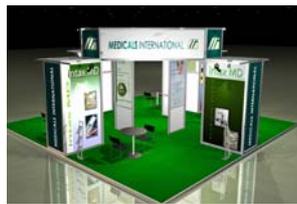
Q: Can you describe to us the market in Syria in General & in Aleppo in particular in regards to cataract patients?

YH: There is a big market in Aleppo and in Syria for any improvements regarding the diagnosis and surgery treatment of cataract patients.

For any additional info, you can contact Dr. Habrawi on the following email: yhabrawi@scs-net.org.

MEACO PREPARATIONS

We are pleased to announce to all partners and friends our participation in MEACO that will be held in Dubai, UAE for 4 continuous days from March 29th till April 1st, 2007. This event is considered the biggest of its kind in the region, where more than 2,500 visitors are expected from all the Middle East, Africa, Iran and Turkey.



Medicals International started serious preparations for this event, starting with the new wide booth, as the picture depicts.

EMPLOYEE OF QUARTER III

Majed Abou Arraj, Operations Manager in our Offshore Operations was the selected Employee of Quarter III.



Majed has been working with Medicals International for 5 years now during which he has excelled in any task handed to him.

The selection of Majed was based on his actions during the civil war in Lebanon and the fact that his "extremely risky and dangerous" move to Dubai was quick and smooth without any interruption to the work flow, in spite of the dangerous circumstances.

OFFICE ID...

KUWAIT OFFICE;

Saturday Eighteenth of September 2004; the Middle East flight landed in Kuwait International Airport. Since it was night time, I didn't get to see much from the sky, but I had this feeling that something wonderful is waiting for us downstairs. Our plane landed down and we took-off with our dream.

The primary goal was very clear, introducing ourselves to our customers, announcing the move and releasing our operation. For that, I elaborated an action plan and by the first of January 2005 our number one sales' invoice was printed and our first order been delivered (on time!). That was a relief, and we were satisfied. Nevertheless, this sense of contentment was right away followed by a deeper sense of awareness and commitment. Awareness of the new responsibility we bare towards our business partners and our customers. And commitment to run the operations as smooth as possible and fulfill the needs of our customers in the most satisfactory way, and look for growth potentials. Bottom line, commitment to ask for more.

I believe in life we get whatever we focus on. And how we evaluate things determines what we focus on. Moreover, we evaluate things by asking questions in our mind. Evaluations are questions on continuous basis. Put in a simple phrase; what and how we ask determine how we feel and determine what we focus on... which guides

me to believe that the quality of our questions determine the quality of our lives. And that's what I tried to implement in our business.

While someone may ask why deliveries are being late, or why we don't have this specific item in stock, I ask: what can we do today to make deliveries faster. (My question makes me focus on the solution) The "why" question only opens our mind to millions of possibilities that none will find a cure. I ask what we can do today in order to have a more efficient import procedure and faster shipments' clearing process. My questions embody by themselves a clear set of actions that will improve our operational effectiveness, and create a more reliable service to reach at the end an exceedingly satisfied customer. This could be done. And by far, after 2 years, it is happening! "Ask and you shall receive"... yes it's true, but beware what you ask for, and how you ask it.

Now we have one of the best teams that I have ever been associated with, supported by our dear business sponsor Mr. Riad El Hazim. And as usual, the support of our Offshore operations and our regional subsidiaries is tremendous; all are committed to satisfy the Kuwaiti customer; even Beirut during the last war was supplying us under siege! All coordinated in a symphonic harmony with our office. And as result of all this energy, linked to the power of our sales' colleagues and our customer service department,

to the error-free accounts department, great results are emerging. New records are hit and more confidence entrusted by our customers. What are we doing to protect and empower this confidence? Many decisions have been taken lately, including investments in new assets, infrastructure and communication improvements, inventory extensions, and human resources development, all being executed simultaneously. Other set of actions will take place, as elaborating specific marketing plans for specific key items and more seminars to back up practitioners. What we will do is create more resourceful situations for our valuable customers, and we will keep asking ourselves, how to make them happier.

To you our dearest customer, we pledge that we'll stay empowered with the belief of creating partnership together. Armed with determination for reaching the highest standards of service, we invite you to always call and ask and you'll seize what you desire to receive.

Bassam Khoury
Associate Internal Office Manager
Kuwait

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Associate Sales Manager



George Obeid;
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We Think of The Patient First

FIRST STEP OUT OF ONE THOUSAND

"Seeking a challenging position within a reputable firm that best suites my capabilities". That's exactly the objective I indicated in the CV I sent to Medicals. Now as Medicals employee I proudly admit that my objective is totally met in a firm that believes in its human resources as being its strongest asset and it invests in it.



From the first day a new comer concludes that the firm aims to have daily growth, new goals to be met, new success to be scored, plans that are totally accomplished because of the philosophy the founder plants in the discipline of each employee, a philosophy that every employees effort is a point, these connected points form straight lines that lead to extreme success.

My first days as a new comer coincided with July 2006 war, despite of that I was never absent for I felt every day I miss I'll miss a new idea, a new goal, a new skill to learn. I was amazed by the way directors and employees dealt with business during war time. An experience I'll always keep in mind to handle any unexpected event.

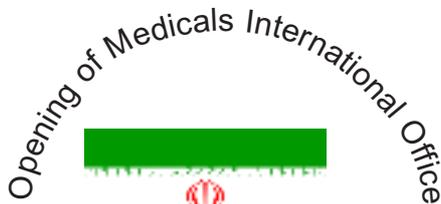
Special thanks to all medicals staff that welcomed me as one of them, really guys I felt I am new only when I was first introduced to you. 3 months passed on my employment; this period was enough to be sure about three things:

Medicals is:

- 1- *The best there is.*
- 2- *The best there was.*
- 3- *The best there will ever be.*

By Ibrahim Hariri,
Operations Officer
Lebanon

WHAT'S GOING ON AT MI?



In Islamic Republic
of Iran

We are very proud to announce to all the successful opening of Medicals International office in the Islamic Republic of Iran.

This project has been coordinated since the beginning of the year and thanks to the efforts of our friends and partners there, and the follow-up and hard work of our colleagues Abdel Aziz Zein and Nassim Haddad, our family managed to expand more and reach the persian nation.

It is surely not easy to be in Iran. We have been working for our trade liscence for over 6 months aggressively and we might need couple of more months before we obtain product importation clearance and two more months before we produce a first transaction however we believe we must be there to ensure that your interest as suppliers is properly served in the markets we expect to cover, our growth is strongly

maintained and Medicals is closer to its client base in Persia.

The name of our company is **DONYAYE PESESHKI BEIN AL MOLALY SHARK**, which stands in English for The World of Medicals International East.

The office is located in Tehran, Vahid Dastgerdi Street, suite # 309.

You can start contacting our Sr. Internal Office Manager :Abdel Aziz Zein on the following tel. no.: +98 21 88880871, 88880872, 88872607.
Fax Number: +98 21 88872608.

The Iranians are beautiful people to deal with. It is a very courteous society and one that is amazingly hospitable and give from its true self.

We're looking forward for a successful business there, as usual.