



M e d i c a l s I n t e r n a t i o n a l

Vision with Attitude

MEDICALS CELEBRATING ITS 10 YEARS

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Welcome to *Vision with Attitude* first issue. It brings me great pleasure to introduce Medicals International new medium of communication to our valued customers and friends.

Vision With Attitude will update you 4 times a year with industry information, Medicals news and views and we will thrive to continuously brief you about our suppliers & team members to ensure we have open channels of communications with you. Our newsletter will be forthcoming in tackling various industry concerns, as well as, we will work on bringing you products' updates to keep you abreast of technological developments and novelties in the

medical and health care industry.

It was 10 years ago when we made our first business call in the Middle East. Today Medicals International caters to thousands of valuable business partners and respected practitioners spread in 11 countries serving a population of close to 300 million people.

Growth brings along responsibilities to the industry we are in, the people who work in our team and the communities we work with. Our message was, from day one, that as an organization we will work hard to bring about a change to the way business is conducted in our region and we will thrive to be pioneers in service.

Vision with Attitude will serve



President & Founder,
Walid Barake

as one of those means that will help bringing about the change sought and it shall remain an industry witness to our commitment to you.

Wish us luck,

Walid G. Barake
President and Founder

February 19th, 2005

- New **MI** office open in Kuwait
- We'll meet in PAACO- Dubai
- Launching of SwissTech in Kingdom of Saudi Arabia
- "Flap Architecture with LASIK Refractive Surgeries" is the title of our latest Technical Communiqué that you can find on our website.
- Medicals Website wins the Pan Arab Web Awards Competition 2005

THE REVOLUTION IN BIOMEDICS CONTACT LENSES

Ocular Sciences Inc. and The Institute for Eye Research (IER), located at the Cornea and Contact Lens Research Unit (CCLRU) in *Sydney, Australia*, jointly addressed the problem of Toric lens design stabilization and first fit success using a scientific ap-

proach. The definitive result of this analysis and development effort was the design basis for the recently introduced **Biomedics Toric** disposable contact lenses.

The Biomedics Toric contact lens has plenty of patented

design:

- **Wide annular ballast zone** to enhance lens location and stability.

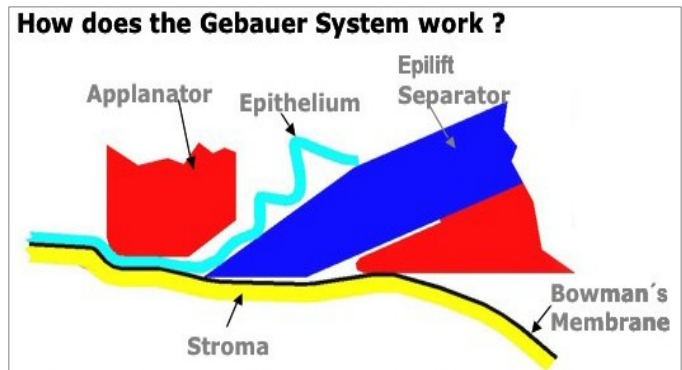
- **Horizontal ISO thickness** to reduce stimulus for lens rotation/mislocation and improve lens stability.

EPI-LASIK AND EPITHELIUM SEPARATORS

EPITOME/LASITOME FROM GEBAUER, VISIJET

LASIK has a proven record of safety and popularity among patients seeking refractive surgery. The main reason is the absence of pain the fast visual recovery. Yet, all LASIK patients suffer the loss of one or two Chart lines 2 to 3 years down the road after surgery. The Eip-Lasik today, is the answer the best hope for a fast and pain free visual recovery with no compromise on the long term stability of the visual outcomes.

In refractive surgeries we are now witnessing the birth of the Epi-LASIK refractive procedure. Epi-LASIK is characterized by performing an epithelial flap; conserving its integrity, removing it away and then performing the laser ablation underneath. After ablation the epithelial flap is re-positioned. Compared to LASEK the Epi-LASIK does not need any Alcohol materials to remove the epithelium, in contrary it preserver the epithelium cells by just lifting/separating it away from the bowman's membrane. Epi-LASIK, produces virtually instant visual results similar to LASIK but with the stable long-term visual outcomes of PRK.



We at Medicals International have adopted this technique launching our new Epithelium separator: **the Epitom/Lasitome from Gebauer/Visijet**. The Epitome/Lasitome can perform standards LASIK flaps with higher accuracy and better flexibility:

- Possibility of adjusting flap diameter up to 10mm

- Hinge size adjustable.
- Blade oscillation and head advancing speed using two different motors. Oscillation up to 20KHz
- Flap thickness between 100 and 280 Microns
- Characterized by it aplanation window showing flap parameter before doing the flap.

As well this unit can perform the epithelial flap using specially designed high accuracy "Epi-Lift" blade 0.3-0.8 Microns consistent tip/edge thickness.

The EpiLift System allows the eye to re-grow the connections with the epithelium, resulting in a safer procedure with a significantly lower risk of complications.

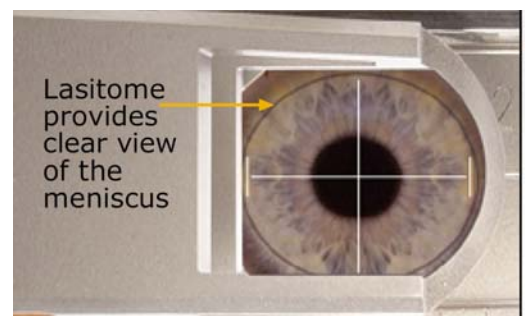


The Gebauer EpiLift uses an applanator bar to help maintain

The Epitome/Lasitome is CE certified, ISO 9000 and FDA approved expected soon (510K submitted)

For more details about Epitome /LasiTome please do not hesitate to contact our representatives for full system description and product demonstration.

For information about the Epi Lasik, check our detailed technical issue on our Website: www.medicalsintl.com



The winning website

MEDICALS WEBSITE WINS!

Check our updated website, winner of "PAN ARAB AWARDS COMPETITION 2005".

Thankful we will be to our "multiskilled" Sales & Marketing Manager Rita Chehwane and our Vice President, Surgical Salah Malek for their combined efforts

to put the design and the informative frame for a winning Website without forgetting our supporting Web developer ProActive.

The award was handed to our team in Dubai office, during a lovely ceremony and dinner party organized under the Patronage of Dubai Internet City, in Dubai UAE.

MEDICALS, 10 YEARS OF SUCCESS

The translation of dreams into reality & achievements could perfectly be illustrated by the existence and expansion of Medicals International. Created by a simple entrepreneurial concept and a dream of being distinguished by its service, Medicals was first established in **Beirut** in 1994. With only 4 staff to start operation, in 1995 medicals was able to achieve record sales . The planned success of Beirut office along with the booming of Dubai, motivated the team to expand the operation to **Dubai** where sales started in 1997. In

1998, the surgical line was introduced to Medicals with the exclusivity to distribute the OII lenses in the Middle East & very soon Microvisc, a natural HA product, followed in 1999 by a line of ultrasonic & vitreo-retinal capital equipment system from Oertli of Switzerland. The successes of the 2 offices and the high ambition of the team led to the opening of another office in **Cairo**, and the establishment of **Medicals Offshore** as a concept of a Holding company financially & legally. With more offices came more chal-

lenges and more hard work, however the determination of this distinguished team moved us even further to **Saudi Arabia** in 2001. In the same token, **Syria** office & **Jordan** office were established in 2004 accompanied by the introduction of the dental division representing the Astra Tech implant system ,and later on more exclusive optical items distribution. Bigger operations require bigger changes, it was in 2004 that restructuring took place in all medicals organizational structure, to be able to provide the best service. The

year 2005 started by the establishment of **Kuwait** office and plans for bigger expansion in the Middle East. The passed 10 years were only the beginning of Medicals success, as we are constantly equipping ourselves to be able to commit to better service & excellence.



THE REVOLUTION IN BIOMEDICS ... (CONT'D)

- **Constant Thickness** that provides consistent on-eye performance for any sphere power, cylinder power or axis.

- **Optimized Overall Thickness** to improve comfort, stability and ocular physiology.

- **Continuous smooth** front surface to eliminate lens junctions, improve comfort and stability.

The unique design of the lens has helped to establish it as one of the leading Toric lenses.

The four design features of smooth surface, optimized edge design, wide ballast band and constant horizontal thickness provide the wearer with exceptional all day comfort and stable vision. The stability of our lens design is even more important for high power Toric wearers and an even greater reason for practitioners to choose our lens first.

After the great success in launching the Biomedics Toric disposable contact lenses in the Middle

East, we are glad to announce our inventory expansion in order to serve you better. Kindly note the new parameters:

Specifications:

Material : Ocufilecon D

Diameter:14.5 mm

Power:

Plano to -4.00 (0.25 Steps)

-4.00 to -800 (0.50 Steps)



Plano to +3.00 (0.50 steps)

Cylinder : -0.75, -1.25, -1.75 and -2.25

Axis : 10 ° around the clock.

ASTRA TECH DENTAL IMPLANT SYSTEM IN THE MIDDLE EAST REGION

It is our greatest pleasure to associate ourselves with an industry leader in the development of dental implants & accessories, **Astra Tech**, a company in the Astra Zeneca Group.

Medicals has started in early 2004 with a soft launch of the

Astra Tech line in Saudi Arabia, United Arab Emirates & Lebanon. Today our team has expanded to 6 members & it includes specialists in the dental implant field.

The dental implant industry is growing at a fast pace and Medicals is committed to en-

suring with Astra Tech that the Middle East region will have a better alternative for unmatched aesthetic & clinical outcome.



A. bone level Astra Tech Implant Compared to bone level other implant.

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Check our Latest Technical Communiqué on the Web



THE VERY ESSENCE OF WHAT WE DO

To the industry, selling and buying is solely about profits and making money. To us in Medicals, it is about the patient first and then about making money.

Nurse Shasha's life, in Erbid, Jordan, improved after receiving her In-tacs inserts provided by Medicals International to treat her Keratoconus.

Dr. Hesham, from Cairo in Egypt, and pilot Georgos, from Nicosia in Cyprus, both enjoyed a better career after wearing the Rose K lenses.

Patient Ahmad Oteit, from the West Bank, life's quality improved after getting back his functional sight with the Toric ICL we provide.

Patients are better off when undergoing LASIK surgery with a well commissioned and serviced laser by our fully equipped and well trained engineers.

We at Medicals, **think of the patient first!**

“Our goal from day one was to develop the individuals who will help us develop the business. A happy, well trained, motivated staff will ensure that sales happen with a happy partner; focused and orchestrated effort will bring us the business and prosperity we are after” WGB

WHAT'S GOING ON IN MEDICALS?

In December 21 all Medicals International Managers from all offices met for the annual meeting to discuss last years achievements and share their plans for the coming year 2005. The meeting was preceded by a two-days seminar about Leadership traits and Management Effectiveness held in collaboration with Montreal based Effiquel Group. This being an essential step to keep our managers skills' updated and add to their knowledge.



The meeting ended by a Christmas party where all MI employees shared a nice meal with few drinks, danced a lot and had the time of their lives. We as well discovered some of our employees talent of singing, where two colleagues ended the evening singing karaoke songs.