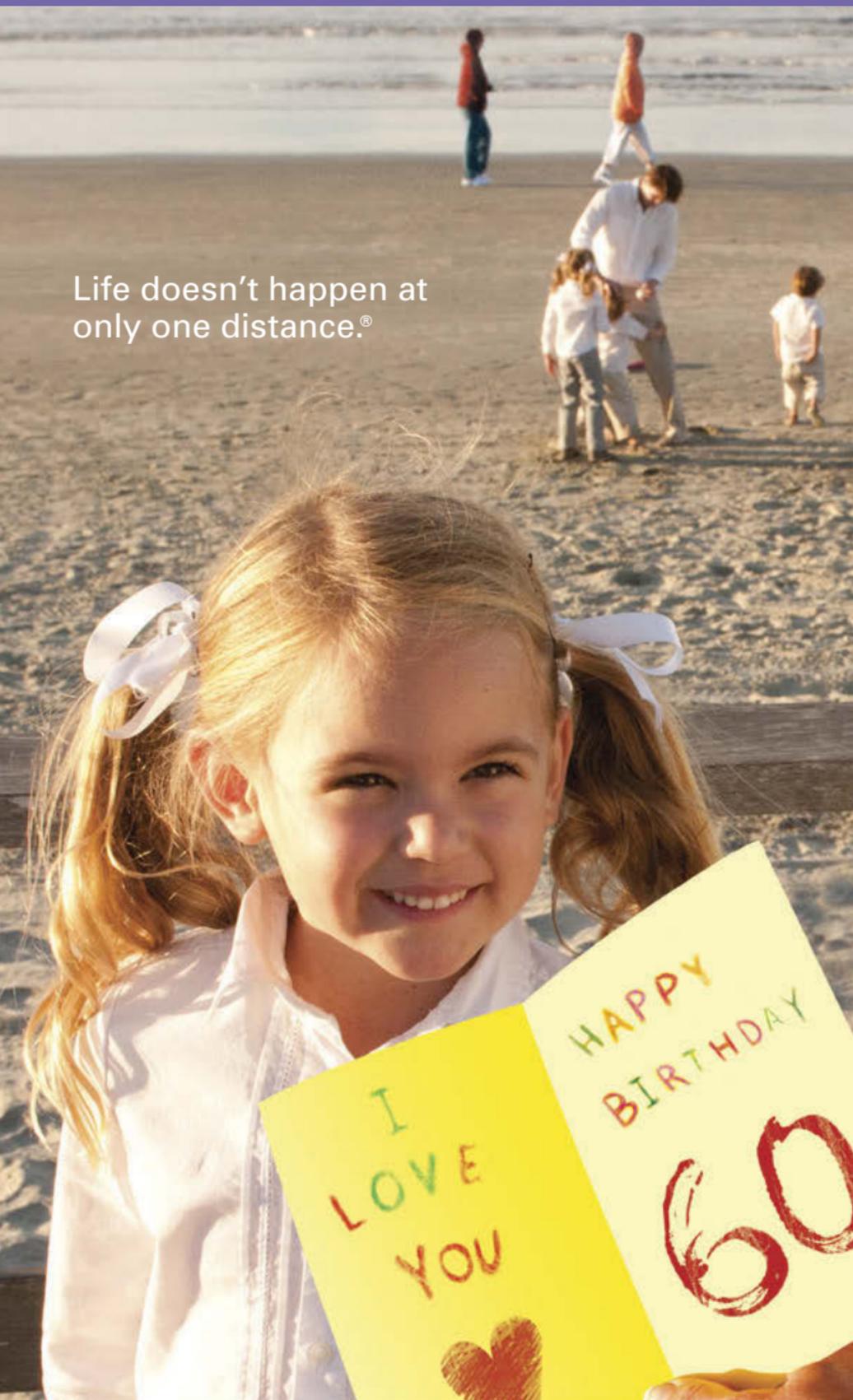


Choose the cataract replacement lens
that lets you see more than ever.

Life doesn't happen at
only one distance.®



THE DAY YOU'RE FINALLY
**FREE FROM
CATARACTS**
IS AN OCCASION WORTH
CELEBRATING

FreedomFromCataracts.com



The more you see, the more you live.™

If you want to experience more of what life has to offer, then you want to see more than ever – from the big, expansive picture down to the smallest, most precious details. Whether it's the moments you've waited a lifetime to see or simply everyday reading, you don't want to miss a thing. But if you don't see as clearly as you used to, cataracts could be getting in your way, and life could be looking pretty cloudy.

While some cataract replacement lenses only let you see clearly at one distance, the AcrySof® IQ ReSTOR® lens lets you see near, far and everywhere in-between. It's a multifocal lens that improves vision in a range of distances, so you can see the whole picture clearly – usually without glasses.¹

In the next few pages, you'll find an explanation of cataracts – what a cataract is, how it can be treated with cataract surgery, what you can expect following surgery, and the risks and benefits of the AcrySof® IQ ReSTOR® lens.

Cataract surgery with the AcrySof® IQ ReSTOR® lens means you won't have new eyes, but you will have renewed eyesight.

What is a cataract?

A cataract is a clouding of the natural lens inside your eye. This lens, located behind the colored iris, works just like the lens of a camera – focusing light on the retina, which sends images to the brain. The human lens can become so clouded with a cataract, however, that it keeps light and images from reaching the retina.²

A cataract can be the reason sharp images become blurred, bright colors become dull, or seeing at night becomes more difficult. It may also be why the reading glasses or bifocals that used to help you read and do other simple tasks no longer seem to help.

Vision with cataracts has been described as seeing life through old, cloudy film. But a cataract is not a “film” over the eyes, and neither diet nor lasers will make it go away, nor can it be prevented. Eye injury, certain diseases, or even some medications can accelerate the clouding, but the majority of cataracts are simply a result of the natural aging process. The most common way to treat a cataract is with surgery that removes the old, clouded lens and replaces it with a new, artificial one to restore your vision and help you get back to the activities you enjoy.³

Vision with cataracts (simulated)



Normal vision



Statistics show that 70% of all people over the age of 75 develop cataracts.⁴

What is presbyopia?

Have you ever found yourself holding a menu or a book farther and farther away to read it? The need for reading glasses is usually a sign of presbyopia.⁵ Presbyopia is a condition in which your eye's lens loses its ability to focus at near distances. It's a common condition that can accompany cataracts. This aging of the eyes eventually affects everyone. If you have cataracts with presbyopia, the AcrySof® IQ ReSTOR® lens can correct both conditions.¹

What exactly is cataract surgery?

One of the safest and most successful procedures performed today.⁶

Huge medical advances have been made in the treatment of cataracts. Cataract surgery is generally a relatively simple outpatient procedure with little discomfort, requiring only a few hours and a topical anesthetic. Still, as with any surgical procedure, there are risks associated with cataract surgery – talk to your doctor for complete information about these risks, including precautions and warnings.

The operation itself entails making a tiny incision in the eye. Through this incision, the surgeon inserts an instrument about the size of a pen tip. This instrument breaks the cloudy lens into pieces and removes them from the eye. Once the cataract is removed, a cataract replacement lens is inserted through the same tiny incision and set into position to replace the natural lens.⁷

What can I expect following cataract surgery?

Most patients typically return home the very same day as their surgery. Your doctor may prescribe eye drops for you to use following cataract surgery. For a few days, you may need to wear an eye patch to keep away irritants. Everyone heals differently, but most patients see well enough to return to most of their routine activities within a few days of recovery. Like any surgical procedure, however, there can be complications or side effects with cataract surgery – be sure to discuss the risks and benefits with your doctor, so you can make an informed decision about surgery.⁸

What is an IOL?

An intraocular lens (IOL) is an artificial replacement lens that is surgically implanted in the eye to replace the existing clouded lens during cataract surgery.

The good news is that you've developed cataracts at a time when intraocular lens technology is more advanced than ever. Traditionally, the replacement lens used for cataract surgery was a monofocal IOL. This type of lens restored good functional distance vision, but people with monofocal



lenses still needed to continue wearing reading glasses after surgery.⁹ *Today for your best chance of freedom without glasses or contacts, you also have the option of the AcrySof® IQ ReSTOR® multifocal lens, which can improve vision in a full range of distances, from near to far to everywhere in-between.¹*



Clear distance vision.



Clear intermediate vision.



Clear near vision.

The AcrySof® IQ ReSTOR® lens can provide cataract patients with a full range of improved vision.

Why choose the AcrySof® IQ ReSTOR® lens?

The AcrySof® IQ ReSTOR® IOL is a breakthrough lens for cataract surgery that lets patients see from near to far to everywhere in-between – usually without glasses. An innovative optical technology called “apodization” has been used for years in microscopes and telescopes to improve image quality. A similar technology has now been patented for use in intraocular lenses by Alcon, making the AcrySof® IQ ReSTOR® lens uniquely effective, especially when placed in both eyes.

Most AcrySof® IQ ReSTOR® lens patients find that they can read a book, work on the computer, drive a car – day or night – and play golf or tennis with increased freedom from glasses. You may, however, experience some visual disturbances with the lens. Approximately 25% of patients implanted with the AcrySof® IQ ReSTOR® lens experienced moderate glare or halos around lights.¹ Additionally, approximately 10% of patients experienced moderate side effects with the AcrySof® IQ ReSTOR® IOL that can make it more difficult to see in low lighting conditions.¹ As a result, increased care should be taken when driving at night.

Four out of five AcrySof® IQ ReSTOR® lens recipients reported never wearing glasses after having the lens placed in both eyes.¹

Why you can take comfort in the AcrySof® IQ ReSTOR® lens:

- The AcrySof® IQ ReSTOR® lens comes from Alcon, the world leader in lenses for cataract surgery.¹⁰
- Alcon’s AcrySof® IQ family of lenses is the most widely used brand for cataract surgery.¹⁰
- The history of the AcrySof® IQ family of lenses speaks for itself: more than 70 million AcrySof® IOLs have been implanted worldwide.¹⁰
- AcrySof® IQ ReSTOR® IOL patients are so pleased with their vision that over 93% said they would have the AcrySof® IQ ReSTOR® +3.0 D lens implanted again.¹

They're your eyes, and you have options.

The AcrySof® IQ ReSTOR® lens is an advanced type of multifocal IOL, but it may not be right for you. Talk to your eye care professional about the options within the AcrySof® IQ family of lenses for your cataract surgery.

In choosing your cataract replacement lens, your doctor will take into account many aspects of your eye health. You will also be asked to consider your lifestyle. *How much reading or computer work do you do? What are your hobbies? Do you often drive at night?*

Financial considerations.

If you're considering cataract surgery, you'll be happy to know that Medicare covers the cost of surgery and a portion of the AcrySof® IQ ReSTOR® lens for qualifying patients. As with any advanced technology lens of this type, you may be required to pay for additional services.

The AcrySof® IQ ReSTOR® lens.

Sight changing, life changing.

When your sight is compromised, your life is compromised. Fortunately, there's a very effective solution to cataracts with and without presbyopia.

Cataract surgery with the AcrySof® IQ ReSTOR® lens enables most people to see near, far and everywhere in-between. Such improved eyesight immediately multiplies the possibilities in your life. Passengers could become drivers again. Golfers could keep their eye on the ball and enjoy the surrounding scenery. Family celebrations, reading special birthday cards, looking at the sunset, seeing everyone's happy faces – none of it will be missed.

The simplicity of the cataract surgery procedure for patients and these life-changing results inspire many to wish they had chosen the AcrySof® IQ ReSTOR® lens sooner. Over 93% of patients implanted with the AcrySof® IQ ReSTOR® +3.0 lens said that they would have the lenses implanted again.¹





The more you see, the more you live.®
Important questions to ask
your eye doctor:

1. Do I have a choice of cataract replacement lenses?
2. Do all cataract replacement lenses let me see near, far and everywhere in-between?
3. Can you explain cataract surgery and how long it takes?
4. What is the difference between a traditional cataract replacement lens and a multifocal lens?
5. I enjoy reading. Am I a good candidate for a multifocal lens?
6. After cataract surgery with a multifocal lens, will I still need glasses?
7. Are there any risks with a multifocal lens?
8. Is the AcrySof® IQ ReSTOR® lens right for me?

Ask your eye doctor if the AcrySof® IQ ReSTOR® lens is right for you. For more information, visit FreedomFromCataracts.com.

IMPORTANT PRODUCT INFORMATION

AcrySof® IQ ReSTOR® IOL Patient Brief Statement

CAUTION: Restricted by law to sale by or on the order of a physician.

DESCRIPTION: The AcrySof® IQ ReSTOR® Intraocular Lenses (IOLs) are artificial lenses implanted in the eye of adult patients following cataract surgery. These lenses are designed to allow for clear distance, intermediate, and near vision with the potential to be more independent of the need to use glasses for daily tasks. **WARNINGS / PRECAUTIONS:** You may experience and need to contact your eye doctor immediately if you have any of the following symptoms while using the antibiotic eye drops prescribed by your doctor: itching, redness, watering of your eye, sensitivity to light. The safety and effectiveness of the AcrySof® IQ ReSTOR® IOL has not been established in patients with eye conditions, such as an increase in eye pressure (glaucoma) or complications of diabetes in the eye (diabetic retinopathy). As with any surgical procedure, there are risks involved. These risks may include, but are not limited to, infection, damage to the lining of the cornea, the retinal layer which lines the inside back wall of your eye may become separated from the tissue next to it (retinal detachment), inflammation or swelling inside or outside the eye, damage to the iris (the colored diaphragm around the pupil), an increase in eye pressure that cannot be controlled by medicine and secondary surgical procedure. With this IOL, there may be a loss of sharpness of your vision that may become worse in dim light or in foggy conditions. There is also a possibility that you may have some visual effects such as rings or circles around lights at night. You may also have trouble seeing street signs due to bright lights or glare from oncoming headlights. **ATTENTION:** As with any surgical procedure, there are risks involved. Prior to surgery, ask your eye doctor to provide you with an AcrySof® IQ ReSTOR® IOL Patient Information Brochure, which will inform you of the risks and benefits associated with this IOL. Discuss any questions about possible risks and benefits with your eye doctor.

References:

1. AcrySof® IQ ReSTOR® IOL Directions for Use.
2. American Optometric Association. "Cataract | American Optometric Association" Retrieved November 17, 2011 from <http://aoa.org/cataract.xml>.
3. Eye Surgery Education Council. "Cataracts, Common Vision Problems." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/vision-problems-cataracts.php>.
4. American Academy of Ophthalmology. "Who Is at Risk for Cataracts?" Retrieved November 17, 2011 from <http://www.geteyesmart.org/eyesmart/diseases/cataracts-risk.cfm>.
5. Eye Surgery Education Council. "Presbyopia, Common Vision Problems." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/vision-problems-presbyopia.php>.
6. Eye Surgery Education Council. "Cataract Surgery, Eye Surgery Options." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/surgery-options-cataract-about.php>.
7. Eye Surgery Education Council. "Cataract Surgery, Step-by-Step." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/surgery-options-cataract-steps.php>.
8. Eye Surgery Education Council. "Cataract Surgery, After Cataract Surgery." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/surgery-options-cataract-post-op.php>.
9. American Academy of Ophthalmology. "IOL Implants: Lens Replacement and Cataract Surgery." Retrieved November 17, 2011 from <http://www.geteyesmart.org/eyesmart/diseases/iol-implants.cfm>.
10. Data on file. Alcon, Inc.

Alcon[®]
a Novartis company

ACRY *Sof* iQ
ReSTOR[®]
MULTIFOCAL IOL

The more you see, the more you live.™