

The right lens
THE NEW YOU

What are
CATARACTS?

Issue 1

Beyond Vision **Define**TM magazine

TWO COMMON Vision Problems

One corrective procedure. p3

Cataracts & Your Health

Learn how toric lenses can
improve your quality of life. p5

The Cataract PROCEDURE Revealed

A patient and a doctor speak out
about cataract correction. p9

The Value of Better Vision

How much do astigmatism-correcting lenses really cost? p11



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

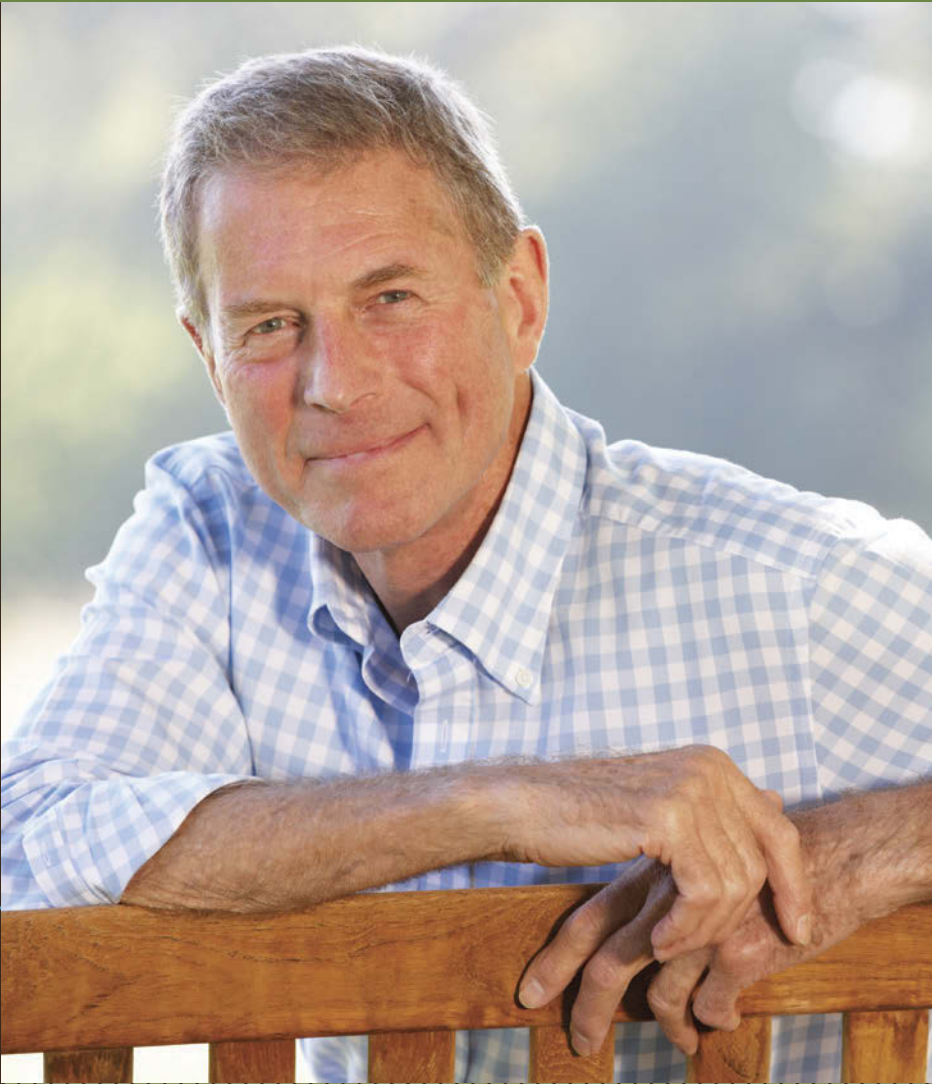
FreedomFromCataracts.com

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Beyond Vision Define™ magazine is an educational publication brought to you by Alcon, the global leader in eye care. The patient stories featured in Beyond Vision Define™ magazine are based on typical cataract surgery patients, and the patient photographs are portrayed by models. For additional information about Alcon's line of astigmatism-correcting cataract replacement lenses, please refer to the Important Product Information at the end of this magazine. To learn more about cataracts, astigmatism and Alcon solutions, visit www.freedomfromcataracts.com.

Millions of people all over the world have cataracts,
and more are diagnosed each day. While it may seem frightening, cataract
correction is extremely common and can open up exciting opportunities
for your future. In this issue of *Beyond Vision Define™*, you'll find information
about options for treating cataracts and other common vision problems
to improve your sight and your independence.





See What's Inside

- 3** Two Common Vision Problems, One Corrective Procedure
- 5** Cataracts & Your Health
- 7** Choosing the Right Lens
- 9** The Cataract Procedure Revealed
- 11** The Value of Better Vision

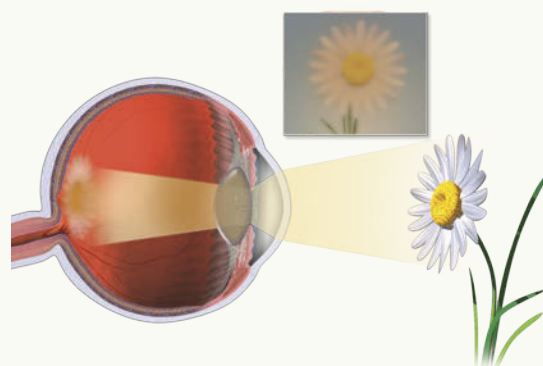
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Two Common *Vision Problems*

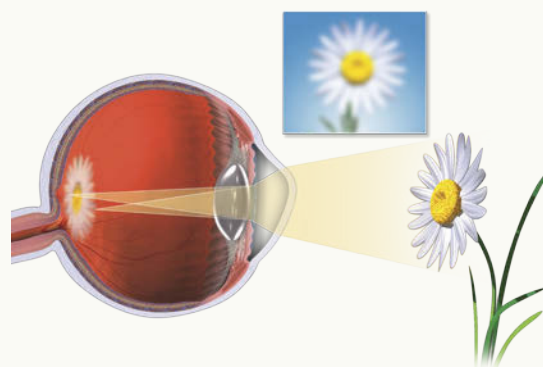
CATARACTS

As our eyes age, the lenses inside them can become cloudy, allowing less light to pass through.¹ Light becomes scattered instead of focused, causing blurry, dull vision that only gets worse over time. To restore crisp, clear eyesight, the cataractous lens is replaced with an artificial intraocular lens (IOL) during cataract surgery.



ASTIGMATISM

The surface of the eye, called the cornea, should be round like a basketball. This helps light focus to a single point on the retina at the back of the eye. When the cornea is misshapen, light rays focus on multiple points, causing blurred or distorted vision. Most people with astigmatism have to wear glasses or contacts to correct the problem.



One Corrective Procedure

THE ACRYSOF® IQ TORIC LENS TREATS BOTH CATARACTS AND ASTIGMATISM

Getting a new lens doesn't necessarily fix all of your vision problems. If you have astigmatism before cataract surgery, a basic replacement lens will not correct it. That means you'll still need glasses or contacts for clear distance vision.

Special astigmatism-correcting IOLs (called toric lenses) can correct your astigmatism while replacing your clouded natural lenses. This means you could have clear, sharp distance vision with reduced dependency on glasses or contacts.²



CATARACTS & Your Health

Cataract correction is about more than just regaining your vision; it's about getting you back to the activities you love. In fact, patient lifestyle has recently become a determining factor for doctors and insurance companies when assessing the right time to recommend or approve cataract surgery.

How do cataracts affect my lifestyle?

If left untreated, cataracts can seriously hinder your ability to do things like read, drive or work. Even if you wear glasses or contacts to correct other vision problems, such as astigmatism, your sight will continue to decline.

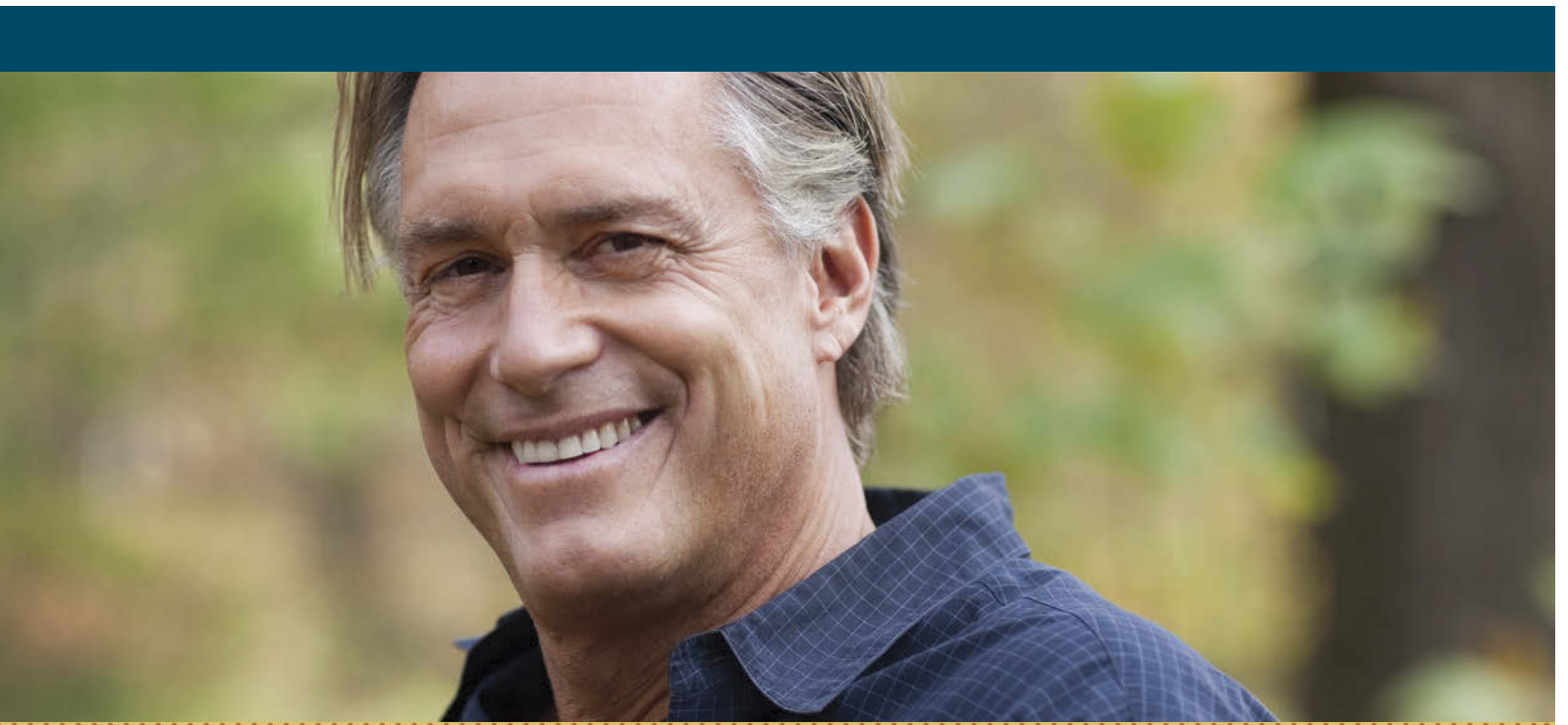
As the condition progresses, patients are more and more likely to reduce normal activities, such as hobbies, errands and day-to-day tasks. This process can be so gradual that patients frequently don't realize how much they are missing until the problem is corrected.

How can cataract surgery help?

Cataract surgery is one of the safest, most common and most successful procedures in the world, and it can help prevent these undesirable changes.³⁻⁵

When you and your surgeon determine the time is right, your clouded, cataractous lens will be replaced with an artificial intraocular lens (IOL). There are several different types of IOLs to choose from, but even with a basic lens, the procedure has been shown to result in⁶⁻⁸:

- Reduced stress and anxiety
- Decreased risk of falling
- Lower likelihood of car accidents
- Ability to read more easily
- Increased social activity



What else can I do to improve my vision?

If you have astigmatism, you can choose an advanced technology IOL, like the AcrySof® IQ Toric lens. This special lens is designed to correct both cataracts and astigmatism at the same time, giving you the opportunity for²:

- Clear distance vision
- Less dependence on glasses or contacts
- More freedom to get back to the activities you enjoy

If you're ready to start rethinking your vision and your health, cataract surgery – and the right lens – can make all the difference. Talk to your eye doctor today to learn more about your options.



Choosing the Right Lens



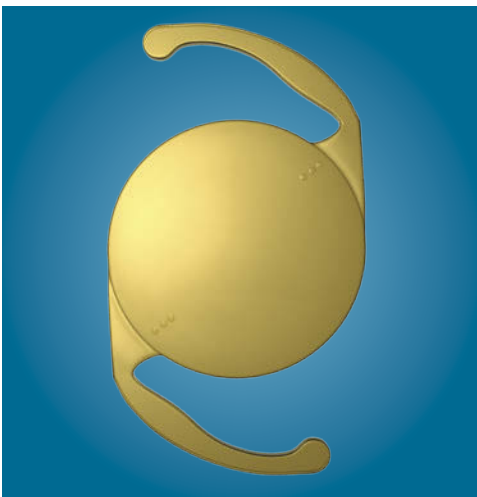
Cataract diagnosis presents patients with a whole range of choices and opportunities. Which surgeon do you want to perform your cataract surgery? When is the best time to have the procedure? And, just as important, what kind of artificial intraocular lens (IOL) will replace your cloudy, natural lens during the surgery?

TINY LENS, BIG DECISION

Cataract surgery is a permanent solution; once you've had it, your cataractous lenses are gone for good. That means you have one chance to choose the new lens that you will see through for the rest of your life.

Until recently, nearly all cataract patients received the same type of replacement IOL: a standard monofocal lens. These basic IOLs are designed to replace your cataractous lenses and deliver excellent distance vision. However, they do not correct pre-existing vision problems, like astigmatism. That means patients who normally wear glasses or contacts to correct their astigmatism would still have to wear them to see clearly at any distance after cataract surgery.

Now patients have more IOL options. For instance, the advanced AcrySof® IQ Toric intraocular lens is designed to treat both cataracts and astigmatism at the time of surgery, offering astigmatic patients the opportunity for clear distance vision without glasses or contacts. Though you will still need reading glasses for close-up tasks, you could have crisp vision for activities like driving, watching TV or live entertainment events, with less dependence on corrective eyewear.²





Plus, many surgeons offer payment plans that make it easier than ever to take advantage of this amazing technology.

While the characteristics of your eyes play a critical role in lens selection, it's just as important to consider your lifestyle and the role vision plays in the activities you enjoy. Talk to your eye doctor about your visual goals, consider the options and select wisely. This is your chance to choose the IOL that will forever change the way you see the world.

CHOOSING THE IOL THAT BEST FITS *your lifestyle*

		Distance	Astigmatism
AcrySof® IQ Toric IOL Astigmatism-Correcting Monofocal Lens	Lifestyle considerations: <ul style="list-style-type: none"> • Do you have astigmatism? • Would you like the chance to be less dependent on glasses for distance vision activities such as driving or watching TV? 	✓	✓
AcrySof® IQ IOL Monofocal Lens	Lifestyle considerations: <ul style="list-style-type: none"> • Are you astigmatism-free? 	✓	○

THE CATARACT PROCEDURE *Revealed*



The Patient Perspective

A few months ago, I started to notice that my eyesight was getting worse. I was having trouble driving at night because the glare from oncoming headlights was making it really difficult to see anything. I thought maybe my astigmatism had gotten worse. As a busy grandmother of three, I don't want to miss a thing, so I decided to visit my eye doctor to find out if I needed a stronger prescription for my eyeglasses.

Imagine my surprise when Dr. Connor told me I was actually developing cataracts! He said the natural lenses inside my eyes were getting cloudy and that this happens to almost everyone eventually. I was scared of the surgery and of losing even more vision, but my eye doctor explained that cataract correction is one of the safest, most common procedures there is.³

Dr. Connor said he would replace the cataract with an artificial intraocular lens (IOL) in a relatively quick and painless procedure. Even better, he recommended the AcrySof® IQ Toric IOL, a special lens designed to correct my lifelong astigmatism as well as my cataracts.² He told me I would still need glasses for reading and other close-up activities but that I could have great distance vision for the first time ever. I was happy to hear that!

Before My Surgery

My doctor told me I should plan to be at the office for a total of two to three hours to allow for preparation, procedure and recovery time. His staff also told me to arrange a ride home,

skip breakfast and refrain from wearing makeup around my eyes.⁹ I was a little nervous, but mostly just excited about the possibility of not having to wear glasses all the time.

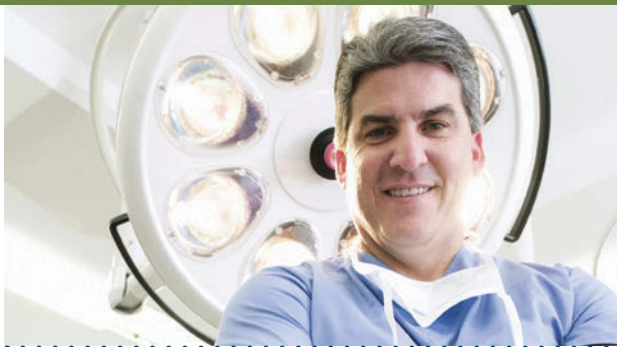
During My Surgery

A nurse gave me a sedative, so I honestly don't remember much about the procedure. I recall being amazed that there was no pain – just some slight pressure on my eye. All I could see was a sort of gray light, almost like being under water.⁹ After what seemed like no time at all, Dr. Connor said "Okay, you're all done," and that was it. I spent some time in the recovery room before they released me, at which point my friend Beth drove me home.

After My Surgery

Once I got home, I followed Dr. Connor's advice and took it easy for the rest of the day. I avoided activities that could cause infection, like splashing my eye with water or doing chores that might stir up too much grime or dust. My vision still seemed a little blurry at first, but the doctor said that was normal. I used the drops he prescribed, and by the next afternoon, my vision was clearer than it had been in years.

The surgery for my second eye went just as smoothly. Honestly, the hardest thing to get used to was not reaching for my glasses all the time! Thanks to my AcrySof® IQ Toric IOLs, colors look amazing, and at 65, I'm driving without glasses for the first time in my life.



The Surgeon Perspective

As a cataract surgeon, I work closely with my patients to help them understand how cataract surgery can improve their vision, their health and their lives. This particular patient was experiencing night vision symptoms in addition to her pre-existing astigmatism.

I informed Mrs. Buckman that, like all surgical procedures, there are risks and complications that can occur with cataract surgery. These include inflammation, infection, bleeding, swelling, retinal detachment, glaucoma, secondary cataracts or loss of vision, but are relatively rare. We determined that she had no pre-existing eye conditions that would hinder the success of her surgery, and I recommended an advanced technology toric replacement lens to treat Mary's cataracts and astigmatism at the same time.

Cataract Surgery, Step-by-Step

Although each surgeon has preferred techniques, we generally follow similar steps for cataract surgery. The procedure itself is usually over quickly and has a high rate of success.³ The surgery is typically performed on one eye at a time so that each eye has time to heal and adjust individually.¹⁰

Surgical Preparation

Before surgery, we took special measurements of Mrs. Buckman's eye to help determine the best lens positioning to correct her astigmatism. On the day of surgery, the nurses and technicians prepared the patient, giving her a mild sedative and moving her to the operating room. They cleaned the skin around her eye with a disinfectant

wipe and applied some special eye drops to prevent infection and dilate the pupil. A technician administered some numbing eye drops to make sure Mary would be comfortable, and we were ready to proceed.

Removing the Old Lens

After all the equipment was in place, I made a tiny incision in the patient's cornea (the clear outer covering of the eye). Then, I inserted an instrument about the size of a pen tip through the incision. I used the instrument to break the cataractous lens into little pieces with high-frequency sound waves. As the lens broke apart, the probe suctioned the pieces from the eye, and soon it was completely gone.⁹

Inserting the New Lens

Like most intraocular lenses, the astigmatism-correcting AcrySof® IQ Toric IOL was rolled up like a newspaper to fit through the tiny incision. Using a small injector tool, I implanted the new IOL where Mary's cataractous lens used to be.⁹

The new lens unfolded into place, and after some slight adjustments to align the lens to the patient's astigmatism, we were all finished. Mrs. Buckman was then moved to recovery, where she could rest and get ready to see the world through her new lens.



The *Value* of *Better Vision*

While the diagnosis of cataracts may initially seem daunting, it has actually provided you an opportunity to improve your quality of vision and get back to the activities you enjoy most.¹ Now that you and your surgeon have determined it's time to replace your cataractous lenses with intraocular lens (IOL) implants, you're faced with a very important decision:

WHICH IOL IS RIGHT FOR YOU?

Many considerations come into play when choosing the lens that will replace your natural lens. As someone with astigmatism, which hampers your ability to see fine details and affects your vision at all distances, you've likely had blurry vision most of your life. Unfortunately, basic IOLs do not correct astigmatism, meaning you would continue to be dependent on glasses after cataract surgery.

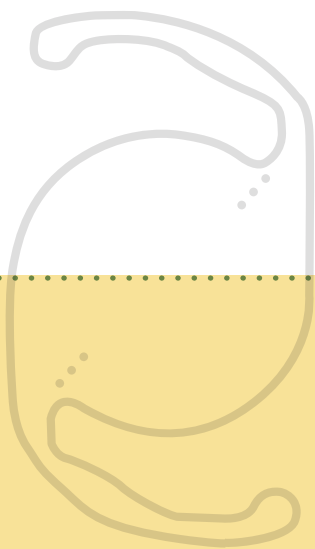
Fortunately, with a single procedure, a physician can remove your cataract and replace your lens with an IOL that can also correct your astigmatism, giving you crisp distance vision. These astigmatism-correcting or "toric" lenses can significantly improve your vision to help you get back to the activities you enjoy.

In fact, many candidates for astigmatism-correcting IOLs are choosing toric lenses because they recognize the value of better vision, especially when compared to other expenses that improve their daily lives.

BETTER VISION: A SMART INVESTMENT.

Considering the spending habits in the U.S. today, the price to surgically correct your astigmatism and reduce your dependence on glasses is actually very reasonable. Take a look at how small expenses on the things we enjoy can really add up:

- If you, like many Americans, spend \$3 per day on beverages like coffee, tea, bottled water, sports drinks and sodas, that adds up to over \$1,000 each year.



- Don't forget about entertainment. If you enjoy eating out and going to the movies, you could easily spend over \$25 per week on these activities. That's at least \$1,300 annually.
- Do you like to stay connected? Let's say you spend \$150 total on your smartphone, cable and Internet services each month. That's \$1,800 per year.

All together, that's more than \$4,000 every year. That's well above the one-time cost of astigmatism-correcting IOLs, which can drastically improve all of your day-to-day activities. Plus, many facilities offer payment plans, so that, like the expenses mentioned above, the cost is much easier to manage.

WIN-WIN: SEE BETTER AND SAVE MORE.¹¹

Because basic IOLs are generally covered by insurance or Medicare, many patients believe that choosing a basic IOL instead of a toric lens will save them money. But, in reality, choosing an astigmatism-correcting IOL can be a much better financial option.

If your astigmatism is not corrected surgically, you will still require astigmatism-correcting glasses, which are usually replaced every few years. These glasses can cost hundreds of dollars, and if you add prescription sunglasses, you could be looking at twice that amount.

This means that within a few years, your toric IOLs could pay for themselves in savings on astigmatism-correcting eyewear alone. And these days, that's an investment that's hard to beat.

THE BOTTOM LINE?¹¹

Astigmatism-correcting IOLs can actually be far more cost-effective than their basic IOL counterparts. If your surgeon has determined that you're a strong candidate for a toric lens, weigh your options and consider the long-term benefits.

***Because your vision
is priceless.***

AcrySof® IQ Toric IOL Important Product Information

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

DESCRIPTION: The AcrySof® IQ Toric Intraocular Lenses (IOLs) are artificial lenses implanted in the eye of adult patients following cataract surgery. These lenses are designed to correct pre-existing corneal astigmatism, which is the inability of the eye to focus clearly at any distance because of difference curvatures on the cornea, and provide distance vision.

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 Toric 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. A toric IOL corrects astigmatism only when it is placed in the correct position in the eye. There is a possibility that the toric IOL could be placed incorrectly or could move within the eye. This may result in less improvement or a reduction in vision because your astigmatism has

not been fully corrected, or it may cause visual symptoms.

ATTENTION: As with any surgical procedure, there are risks involved. Prior to surgery, ask your eye doctor to provide you with an AcrySof® IQ Toric 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.

AcrySof® IQ IOL Important Product Information

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

DESCRIPTION: The AcrySof® IQ 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 vision. However, you will likely still need glasses for reading and for distance vision particularly if you already have astigmatism.

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 IOL has not been established in patients with certain 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 ocular structures: lining (inner surface) of the cornea, damage to the iris (the colored diaphragm around the pupil), 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, an increase in eye pressure that may not be controlled by medicine and secondary surgical procedure. There is a possibility that this IOL could be placed incorrectly or could move within the eye. This may result in less improvement or a reduction in vision, or it may cause visual symptoms.

ATTENTION: As with any surgical procedure, there are risks involved. Prior to surgery, discuss any questions you may have about possible risks and benefits with your eye doctor.

1. Eye Surgery Education Council. "Cataracts, Common Vision Problems." Retrieved November 17, 2011 from <http://www.eyesurgeryeducation.org/vision-problems-cataracts.php>.
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See More of Your World

AcrySof® IQ Toric IOLs Can Give You a New Lease on Life.

When first diagnosed with cataracts, Bob had a lot of fear — and a lot of questions*:

Will I be able to see?

Will I be able to drive?

Will I lose my independence?

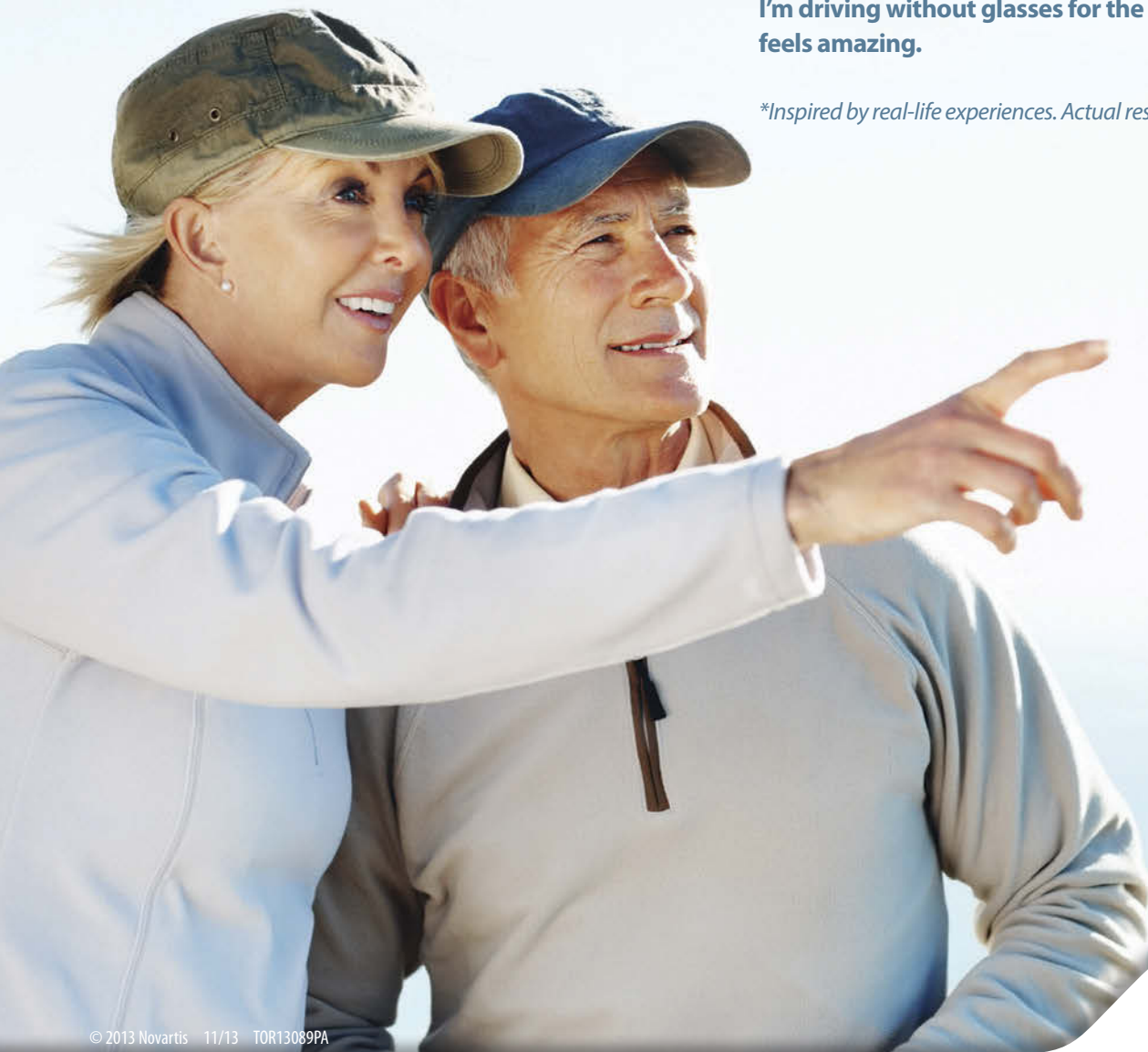
It wasn't until his doctor recommended AcrySof® IQ Toric lenses to replace his cataractous lenses that Bob realized he could actually be more independent than ever.

Toric lenses are designed to treat the astigmatism I've had my whole life and my cataracts, all at the same time.

Now Bob is back on the road and seeing the world like never before.

I'm driving without glasses for the first time ever, and it feels amazing.

**Inspired by real-life experiences. Actual results may vary.*



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ACRY *Sof* IQ
TORIC
ASTIGMATISM IOL

