A journey to clearer vision

ssue

Regaining FOCUS

A Story of Cameras, Lenses and Cataracts

ONE PROCEDURE, Two Perspectives

A Doctor and Patient Compare Notes on Cataract Surgery

What Is GREAT Vision WORTH?

Making the Investment in Advanced Technology Lens



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

magazine

FreedomFromCataracts.com

Compliments of:

Focus" magazine is an educational publication brought to youlby Alcon, the global leader in eye care. The patient stories featured in Focus" magazine are based on typical catanect surgery gatients, and the patient photographs are portrayed by models.

Simulated vision with cataracts and astigmatism.

Simulated vision after surgery. Although this result is typical, individual results may vary.

See more of your world.

Choose the AcrySof[®] IQ Toric lens and experience clear, sharp distance vision.¹

As someone with astigmatism, you've likely had blurry vision most of your life. And now that you've developed cataracts, it's gotten even harder to see. Fortunately, the AcrySof[®] IQ Toric lens can help.

Unlike a basic replacement lens, the AcrySof[®] IQ Toric lens can correct your astigmatism at the time of surgery. Finally, you could have crisp distance vision with reduced dependence on glasses¹ – that's the freedom that the AcrySof[®] IQ Toric lens can provide.

Learn more at FreedomFromCataracts.com



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1. AcrySof® IQ Toric IOL Directions for Use. © 2013 Novartis 12/13 TOR12458PA

Cover Story Regaining Focus

A Story of Cameras, Lenses and Cataracts

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Inside:

Welcome to the second edition of *Focus[™] magazine*, a publication designed to provide an introduction for patients looking to learn more about cataract surgery.

In this issue, you'll read stories that paint a picture of what most patients experience with cataract surgery, as well as the profound impact cataract surgery can have on your life. You'll also learn about the latest cataract surgery options - new advances that can address vision problems in addition to cataracts, including presbyopia, nearsightedness, farsightedness and astigmatism.

Cataract surgery is one of the safest and most common surgical procedures performed today.¹ But the first step to rediscovering life without cataracts is learning the facts.

What Is Great Vision Worth?

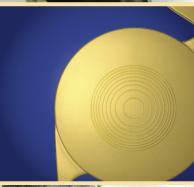
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Focus[™] magazine is an educational publication brought to you by Alcon, the global leader in eye care. The patient stories featured in *Focus[™] magazine* are based on typical cataract surgery patients, and the patient photographs are portrayed by models.

For additional information about Alcon's line of cataract replacement lenses, please refer to the Important Product Information at the end of the magazine.

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started taking photographs years ago with one of the early "point and click" cameras — the old-fashioned kind with a stack of disposable flash bulbs on top. Over many years, photography became a big source of joy and self-expression in my life. I upgraded my camera several times and learned about composition, lighting, color, exposure and more.

LOSING MY JOY

Regaining

But, not that long ago, photography started to seem a lot less fun. I had already started wearing reading glasses, which were always in the way. But now my photos were often blurry and the colors looked washed out to me. I'd always loved

What Is Great Vision Worth?

During cataract surgery, your surgeon will replace the cloudy natural lens (or cataract) of your eye with an artificial intraocular lens (or IOL). But first, you and your doctor must select the right IOL for you. "Standard" or monofocal IOLs eliminate cataract problems and can provide clear vision at a single distance. However, you would still need glasses to see clearly at near and intermediate distances. With advanced technology IOLs like multifocal lenses that treat presbyopia, you can usually achieve clear vision at far, near and intermediate distances, often with little or no need for glasses.³ Toric IOLs can correct astigmatism for clear distance vision.²

Sounds like a simple choice — if you can permanently improve your vision and reduce or even eliminate your need for glasses or contact lenses, why wouldn't you? The answer often comes down to costs and benefits. taking pictures in natural light, but now bright sunlight seemed uncomfortable.

Cataracts

I'm almost embarrassed to admit it, but at first it didn't occur to me that the problem was my eyes. It seemed like I was just losing my touch as a photographer. Then, during a routine exam, my eye doctor noticed that I was starting to develop **cataracts** — **a clouding of the lens inside the eye that happens naturally over time.**²

Cataract surgery is generally covered by Medicare or insurance, but you'll usually have to pay the extra costs for advanced technology IOLs out of pocket. Still, there are payment options that can help take the sting out of the extra costs. Many ophthalmologists offer payment plans, and if you have a "flexible spending account" as part of your healthcare program, you can usually use those pre-tax funds to pay for advanced technology IOLs.⁵

But, besides considering the costs of an advanced technology IOL, it's crucial to look at the potential benefits of these lenses as well. Instead of spending thousands of dollars on glasses and contacts

The patient stories featured in Focus[™] magazine are based on typical cataract surgery patients, and the patient photographs are portrayed by models.



He explained that my symptoms blurred vision, dull colors and sensitivity to bright light — were all caused by cataracts. He also said that cataracts can develop slowly and that they often go unnoticed until later in life.²

The doctor also explained why I now needed reading glasses **presbyopia.** He said that usually the lens and muscles of the eye flex to let your eye focus at different distances. *Continued at top of page 12 (REGAINING FOCUS).*

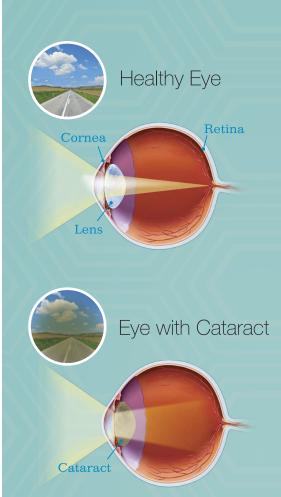
throughout the rest of your life, cataract surgery with an advanced technology lens is a one-time investment that may permanently correct your vision and reduce dependency on glasses.

Remember: Although cataract surgery is generally a safe and effective procedure, it's still surgery, and that comes with its own set of precautions, risks and considerations. Discuss your options with your doctor so you can make an educated decision about whether surgery — and advanced technology lenses — are right for you.

what are cataracts?

Many patients think that a cataract is a kind of cloudy film that forms over your eye. But, in fact, a cataract is a gradual clouding of the natural lens that's actually *inside* your eye.

The human eye is a lot like a camera. To work properly, it needs a clear lens to focus light on the **retina.** (The retina is the back of the eye, kind of like the film in a camera.⁴)



A cataract forms when proteins in the lens of your eye clump together, forming opaque clusters — like dark smudges on a camera's lens.²

Over time, these proteins can cloud the lens, allowing less light to pass through and degrading vision. Left untreated, cataracts can cause a complete loss of vision.²

Can cataracts affect your health?

Cataract surgery is about more than just restoring vision — it's about getting back to normal and restoring your health.

Traditionally, eye doctors have used a vision test as the main criteria for determining when the time is right for a patient's cataract surgery. Today, however, surgeons and even many insurance providers also consider their patients' lifestyles.

DON'T LET CATARACTS HOLD YOU BACK

Without cataract surgery, as your vision declines, you're likely to reduce your day-to-day activities. These changes can impact your health by restricting the things you do and decreasing your ability to enjoy life. But cataract surgery may help prevent these changes.^{6,7}

If your cataracts are making it difficult for you to participate in normal activities — such as reading, working, driving and other things that are important to you — then it may be time for you and your doctor to discuss your cataract surgery options.

Cataract surgery has been shown to reduce stress and anxiety and decrease risks of falling and getting into car accidents.^{8,9} Successful cataract surgery can also make it easier to read and help to increase social activity.¹⁰ And that's just with standard replacement lenses.

CHOOSING THE RIGHT IOL

During cataract surgery, the natural cloudy lens of your eye is replaced with a special artificial lens called an intraocular lens (or IOL). But IOLs aren't all the same. Advanced technology IOLs may also correct problems in addition to cataracts, including presbyopia, nearsightedness, farsightedness and astigmatism. The AcrySof[®] IQ ReSTOR[®] lens, for instance, has been shown to provide a full



range of vision, with mild visual disturbances and the potential for increased freedom from glasses or contacts — all of which can play an important role in improving your vision and getting you back to the activities you enjoy.³

If you're ready to start rethinking your vision and your health, cataract surgery — and the right lens might make all the difference.



Know the Risks

You can't be sure you're ready for cataract surgery unless you've got all the facts.

Modern cataract surgery is one of the safest and most successful procedures in the world.¹ However, as with any surgery, there are risks and complications associated with the procedure:

- Inflammation
- Infection
- Bleeding
- Swelling
- Retinal detachment
- Glaucoma
- Secondary cataracts
- Loss of vision

Cataract surgery complications usually can be treated successfully. Your chance of developing complications is greater if you have another eye disease or serious medical condition. Make sure you discuss your medical history with your doctor and test and treat any eye conditions before making the decision to have cataract surgery.¹¹

Brenda

"My AcrySof" IQ ReSTOR" lenses let me see what I'm doing while I enjoy the view – from any height."

Wanting to see it all.

Brenda needed excellent vision at all distances to keep climbing.

Brenda has always loved to climb in the beautiful mountains around her home. But, when she developed presbyopia and then cataracts, she thought her mountain climbing days might be behind her. According to Brenda, "I needed good close-up and arm's-length distance vision to find hand- and foot-holds while I was climbing. But without good distance vision to enjoy the view, what would be the point?"

That's when Brenda started looking into cataract surgery with the AcrySof[®] IQ ReSTOR[®] lens. AcrySof[®] IQ ReSTOR[®] lenses gave Brenda good vision at all distances — near, far and everywhere in-between — so she could keep climbing, without glasses or contacts slowing her down.

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One Procedure,

From a Patient's Perspective

A few months ago, it seemed like my vision started to get a lot worse. I'd always worn glasses for my astigmatism, but I began having trouble driving at night — even with my glasses. When another car was coming toward me, the large glare of the headlights made it difficult to see anything. I knew it was time to talk to an eye doctor.

TALKING TO MY DOCTOR

My eye doctor explained that I was beginning to develop cataracts. My heart sank — I thought cataracts would mean a long wait while my eyes got worse and worse, all leading up to some big, scary surgery.

However, my doctor explained that cataract surgery isn't as scary as I thought. In fact, it is now known as one of the safest, most common and most successful procedures.¹ Plus, thanks to advanced lenses like the AcrySof[®] IQ Toric IOL, cataract surgery might even be able to correct my astigmatism and make it possible for me to drive without glasses!¹² I'd still need glasses for close-up tasks like reading, but that

was fine with me.

BEFORE MY CATARACT SURGERY

My doctor explained that the surgery

wouldn't take long but that I should plan to be at the office for two to three hours total, to include time for preparation and recovery. His office staff also told me to make sure I had a ride home after the surgery, not to eat any breakfast that morning and not to wear any make-up around my eyes.¹³

DURING MY CATARACT SURGERY

A nurse gave me a sedative, so I don't remember much of the surgery, but I do recall that I didn't really feel any pain during the procedure — just a bit of pressure on my eye. Although I knew my eye was open the entire time, all I could really see was a sort of gray light, almost like being underwater.¹³

In what seemed like no time at all, I heard the doctor say, "You're all done." I spent some time in a recovery room before they released me, and then my friend drove me home.

"My vision seemed as **clear** as it had been in years, and the colors were so much **richer**."

AFTER MY CATARACT SURGERY

After I got home, I took it easy for the rest of the day. The doctor and the staff had told me not to do anything too strenuous and to avoid activities that might cause infection, such as splashing my eye with water or any chores that might stir up too much grime or dust. I was a little disappointed that my vision still seemed a bit blurry at first, but my doctor had said it might take a day or two for it to become clear, so I put in the drops he had prescribed and waited. By the next afternoon, my vision seemed as clear as it had been in years, and the colors were so much richer — I felt as if I'd forgotten how beautiful colors can be.¹¹

My second eye surgery went just as smoothly — and I was much less nervous the second time around. And now I can drive without glasses for the first time in my life!

The patient stories featured in Focus[™] magazine are based on typical cataract surgery patients, and the patient photographs are portrayed by models.

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Wo Perspectives

From a Doctor's Perspective

As a cataract surgeon, I work closely with my patients to help them understand how intraocular lenses can improve their vision, their health and their lives. In this patient's case, she was having night vision symptoms, and she had some vision obstruction from her cataracts. She also had astigmatism that one of our advanced toric intraocular lenses could help correct.

CATARACT SURGERY, STEP-BY-STEP

Although each surgeon has his or her preferred techniques, we generally follow similar steps for cataract surgery. The procedure itself is usually over quickly and has a high rate of success.¹

The surgery is typically performed on one eye at a time so that each eye can heal and adjust individually.¹⁴

PREPARATION

First, the nurses and technicians prepared the patient for surgery and moved her already a bit groggy from a mild sedative, but awake — to the operating room. Then, they cleaned the skin around her eye with a disinfectant wipe and applied some special eye drops designed to prevent infection and dilate the pupil. A technician also used some numbing eye drops to make sure the patient would be comfortable throughout her surgery. (Some doctors inject an anesthetic instead of using numbing drops.)¹³

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 a probe about the size of a pen tip through the incision. In a process called **phacoemulsification**, I used high-frequency sound waves to break the cataract (the clouded natural lens) into little pieces. As the lens broke apart, the probe suctioned the pieces from the eye. Soon, the cataract was completely gone.¹³

"I work closely with my **patients** to help them understand how intraocular lenses could **improve** their vision and their **health**."

INSERTING THE NEW LENS

I had recommended the advanced AcrySof[®] IQ Toric lens because of its precise, stable astigmatism correction.¹¹ Like most intraocular lenses, the IOL was rolled (like a newspaper) to fit into the tip of an

injector tool. With the injector tool inserted through the same tiny incision in her cornea, I placed the new IOL into the capsule of her eye, where her cataract used to be.¹³

The IOL unfolded into place with its "haptics," or arms, holding the lens permanently in position. I made some slight adjustments to align the lens to the patient's astigmatism, based on measurements taken before surgery, and before long, the new lens was in place.

FINISHING UP

After the IOL was inserted, the patient was moved to the recovery room, where she could rest up and get ready to see the world through her new lens.

Finding the **Right Lens** for Your Life

uring surgery, your eye's cloudy natural lens will be replaced by an artificial intraocular lens (or IOL). In the past, nearly everyone received basically the same type of IOL, but today, there are advanced choices that offer more than ever before.

IOLs, like the AcrySof[®] IQ ReSTOR[®] lens, can do more than cure cataracts. They can often correct additional vision problems, and some even offer a full range of near, intermediate and distance vision potentially without the need for glasses or contacts.³

So, how do you and your doctor decide which type of IOL is best suited for your needs? While the characteristics of your eyes certainly 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.

Here are a few important things to think about:

- How important is night vision to your lifestyle?
- Do you have astigmatism?
- What kind of cost and insurance considerations do you have?
- Would you like the chance to be glasses-free after surgery?

Talk to your doctor, consider the options and select wisely — you have one chance to choose the IOL that will change the very way you see the world!



AcrySof[®] IQ ReSTOR[®] IOL

Multifocal Lens

Most IOLs can only correct vision at one distance – these advanced technology lenses correct vision near, far and in-between, for your best chance at freedom from glasses!³



AcrySof[®] IQ Toric IOL Astigmatism-Correcting Monofocal Lens

These advanced technology lenses are designed to correct astigmatism at the time of surgery for clear distance vision, usually without the need for glasses. However, you will still need glasses for reading.¹²



AcrySof[®] IQ IOL Monofocal Lens

Typically covered by insurance or Medicare, these trusted lenses provide clear distance vision. However, you will likely still need glasses for reading – and possibly for distance vision, particularly if you already have pre-existing astigmatism.¹⁵

Choosi That B Your L

| Choosing the IOL That Best Fits Your Lifestyle | Near | Intermediate | Distance | Astigmatism |
|--|------|--------------|-------------------|-------------|
| Positives: True performance at all distances, near through distance Reduces the need for glasses Megatives: May experience glare/halos around lights at night May experience difficulty in low lighting situations, like driving at night | | | Sourth Anggles | |
| Positives: Improved distance vision, usually without glasses, for astigmatic patients Negatives: Will likely still require glasses for close-up vision | | | South Angeles | |
| Positives: Improved distance vision Cost usually covered by insurance and Medicare Negatives: Will likely still require glasses for close-up vision | | | SOUTH Anggles | |



I've always been a positive person, willing to stick it out, thick and thin. I'd promised myself I'd get the most out of every second, and I wasn't about to let cataracts slow me down. I asked my doctor what we could do to fix my vision.

And there was good news; he told me I could treat my cataracts right away if I wanted, by replacing my cloudy lenses with artificial **intraocular lenses**, or IOLs. He told me that over 70 million IOLs have been implanted in people just like me who wanted to get their vision back.¹⁶

And now, my doctor said, there were **advanced lenses that**

could improve my vision even

more — I might not even need to wear glasses anymore! For me, my doctor recommended the AcrySof[®] IQ ReSTOR[®] intraocular lens. He said it was an advanced technology IOL that would not only repair my cataracts — it would also correct my life-long nearsightedness, as well as some recent problems I'd had with close-up vision, called **presbyopia**.

My doctor told me to take some time to think about my options. And think I did. At first, I felt a little nervous about the prospect of eye surgery. I mean, no matter how safe or effective it is, surgery's still surgery, and that always comes with risks and the potential for complications. But, once I started to think about it, I realized I'd been so busy enjoying life that there really were some things I'd been missing out on, things I'd practically removed from my life without even noticing.

I used to love to cook, entertain and travel with my friends. But in the last few years, I'd scaled back on all of that. And it occurred to me that maybe I'd stopped enjoying cooking because I didn't feel as confident with all the little details of working in the kitchen — knives, recipes, labels. I'd stopped driving because I didn't feel as confident on the road. And it dawned on me that my vision had been affecting me more than I realized.

The patient stories featured in Focus[™] magazine are based on typical cataract surgery patients, and the patient photographs are portrayed by models.



They call them the Golden Years for a reason...After years of working and saving and counting the days, everything was finally coming together for me. I was healthy, I felt great, I had friends and family, and there were years and years ahead of me to do everything I'd always wanted. Life was good, I won't argue with you there. But little did I know there was a problem looming.

It all started with an eye exam. I'd gone in for a check-up to see if my glasses prescription needed to be updated — colors didn't look as bright anymore, I needed more light to do everything, and it just seemed like things were a little blurrier than they used to be. However, my eye doctor said that it wasn't my glasses at all but that I had started developing cataracts — the lenses of my eyes had developed some cloudiness, and it was starting to affect my vision.

Were my Golden Years already getting tarnished around the edges? Hardly!

clearly - even

in less light and

without glasses."

The problem wasn't going to go
away on its own, and glasses or
contacts alone couldn't fix it. Now
that I knew about the problem,
and about the life-altering changes
restored vision could make, how
catara
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See more

Like I said, I already had so much going for me — and now, I had the chance to get my vision back on top of everything.

I called my eye doctor back and made the arrangements to have cataract surgery with the advanced AcrySof[®] IQ ReSTOR[®] lenses he'd recommended. I wanted to have great vision at every distance – near, far and in-between – possibly without glasses.³ Choosing an advanced technology lens for my cataract surgery was just the first

step to getting more from my life and from myself.

My cataract surgery went as planned, and I recovered well. Soon after, I started working to regain the things I'd

been missing out on. I got back to cooking, first thing. Because I could see more clearly — even in less light and without glasses — I could read labels and recipes and chop vegetables more easily than I had in years.

The more I cooked, the more I invited my old friends back to my house for great meals together. I even had my children over for a family Thanksgiving dinner, which I hadn't done in quite some time.

Today, my life is everything I want it to be — full of fun, food, family and friends. I'm so grateful to my eye doctor and to my new AcrySof[®] IQ ReSTOR[®] lenses for helping me realize that once I could see my life clearly again, I could take a good thing and make it better than ever.

Bob

"I never thought I'd be able to ride my motorcycle without glasses. But with AcrySof® IQ Toric IOLs, I can see where I'm going more clearly than before."

Going the distance.

Bob wanted his cataracts and his astigmatism corrected before he hit the road.

Bob is fearless on his motorcycle, but he wasn't as comfortable with the idea of cataract surgery. Bob remembers, "I thought I'd still have to wear glasses for my astigmatism anyway, so what was the hurry?"

Then Bob's doctor explained that AcrySof[®] IQ Toric intraocular lenses could correct both his cataracts and his astigmatism at the same time, giving him the greatest chance for excellent distance vision without the need for glasses (although he'd probably still need reading glasses).

Bob's new IOLs got him back on the road and ready to ride – seeing the world like never before.

Continued from page 3. REGAINING FOCUS

Over time, that flexibility diminishes, making it harder to focus on fine details up close. Presbyopia is very common — it happens to virtually everybody sooner or later.¹⁷

A BRIGHTER PICTURE

It was such a relief to realize that I hadn't lost my talent as a photographer at all! Now I knew that my biggest problem was my vision.

I was even more relieved to learn that my treatment options were much better than I expected. My doctor explained that the treatment of cataracts now involves a safe outpatient surgery that can even treat vision problems in addition to cataracts, including presbyopia. He said that an **advanced option like the AcrySof® IQ ReSTOR® intraocular lens (IOL)** could help me **see up close, far away and everything in-between, and possibly without reading glasses or contacts** — very handy when I'm taking photographs.³

Now, instead of losing my passion for photography because of cataracts, I'm looking forward to losing my cataracts and getting back behind a camera — my favorite place to be.

FreedomFromCataracts.com



IMPORTANT PRODUCT INFORMATION

AcrySof® IQ ReSTOR® IOL

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.

AcrySof® IQ Toric IOL

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:** 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. 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 eve, 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

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1. AcrySof[®] IQ ReSTOR[®] IOL. Directions for Use 2. Independent third party research, December 2011.

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