

OPHTHALMIC Product Guide

Special Advertising Section

REVIEW
of OPTOMETRY

Dear Doctor,

Review of Optometry is pleased to offer you this preview of many exciting new products now available in the marketplace. Here, you'll learn about innovative new medications, diagnostic instruments, corrective lens options, in-office laboratory equipment and many other products. There are two ways to obtain more information on a particular product:

1. Go to www.reviewoptometry.com, click Additional Publications, Product Guide digital edition, and then follow the prompts.
2. Circle the corresponding number on the enclosed reader service card for each product of interest. Fill in your name and address, and return the postage-paid card to us. Educational materials will be sent directly to you by the individual companies.

* Also, be sure to watch for Daily Product Showcase E-blast deployments, highlighting these listings later this month.

PRESERVATIVE-FREE POWERHOUSE
— SYMPTOM RELIEF FOR DRY EYES —

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RECOMMEND Refresh
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Vantage Plus

- Lightweight yet durable
- Remarkably balanced
- Long-wearing comfort
- Efficient, high-contrast LED

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Find out more about Vantage Plus

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New Tear-based Point-of-Care (T-POC) Testing Now Available for your OSD Patients!

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OSD: Ocular Surface Disease

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OPHTHALMIC

Product Guide

icare

iCare IC100

The
objective
tonometer



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5

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icare

iCare IC200

200° of
tonometry



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icare

iCare HOME2

24-hour
at home
tonometry



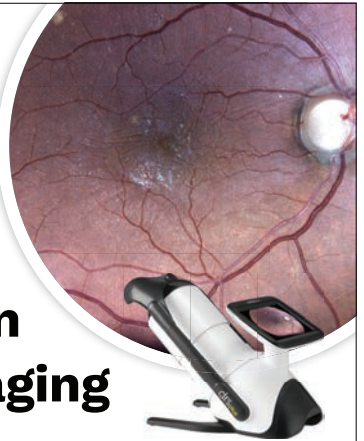
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iCare DRSplus

A higher
standard in
retinal imaging



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iCare EIDON

Ultra-
Widefield
covering 200°



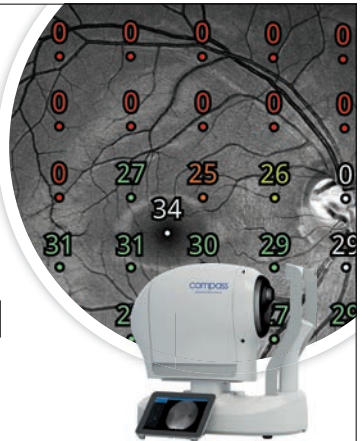
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More than
a standard
perimeter



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OPHTHALMIC Product Guide

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- Enabling surgeons to have the **right instruments** for various ophthalmic procedures and help improve OR efficiencies.

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O Instruments

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- **High precision instruments** for advanced surgical techniques in ophthalmology.

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Home of IBEXeye
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SCAN ME

"The optics are outstanding. I am extremely pleased that I decided to purchase two for my practice"

-Todd Ragan, O.D.

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Phoroptor® VRx

Digital Refraction System

Exceed your patients' expectations with a premium refraction experience.

- Featuring a thin, compact design, incredibly fast lens exchange, and ultra-quiet operation, Reichert® Phoroptor® VRx Digital Refraction System sets new standards in refraction.
- Phoroptor VRx effortlessly integrates into your practice and is telehealth capable.
- Refract from across the room or across the internet.

Designed and assembled in the USA



visit reichert.com
or call 888-847-8955

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Pixel-perfect and purpose-built.

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- Offers a wide selection of optotypes and special test charts.
- High-resolution, LED-backlit display, lightweight, cool-running, and long-lasting.
- ClearChart® 4X and ClearChart® 4P have LEA SYMBOLS® and LEA NUMBERS®!

Designed and assembled in the USA

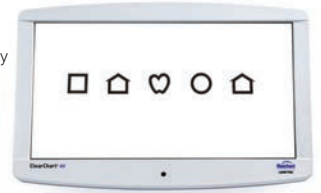


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- Allows you to rapidly perform all of the functions of a manual Phoroptor while comfortably seated next to your patient.
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Corneal Hysteresis + IOPcc

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- Corneal Hysteresis has consistently shown to be a more powerful predictor of, and strongly associated with, glaucoma progression, more so than key risk factors such as IOP and CCT.

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Reichert® 7CR

Non-Contact Tonometer

IOPcc: A better pressure measurement with Corneal Response Technology.

- In 1972, Reichert® invented the non-contact tonometer, and continues to innovate tonometry with the clinically advanced and easy-to-use Reichert® 7CR.
- Using patented Corneal Response Technology® which takes corneal biomechanics into account, Reichert 7CR provides Corneal Compensated IOP (IOPcc), a better pressure measurement.

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Tono-Pen AVIA® & Ocu-Film®

Handheld Tonometer

Reichert® Tono-Pen® has been the trusted choice of clinicians for over 35 years.

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- Protect your Tono-Pen and patients with genuine, Ocu-Film® + Tip Covers.

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Product Guide

OASIS® Lid Hygiene Kit

Introduce a Lid Hygiene Regimen for Your Patients

LID & LASH +Tea Tree Oil **HYPOCHLOROUS® Spray** **REST & RELIEF Eye Mask** **OMEGA 3**

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LIT-OS-LH-OPG-JS Rev0 06-2023

MYAH

BIOMETER + CORNEAL TOPOGRAPHER

Build your pediatric myopia practice with MYAH.

- Axial length metrics and trend reports aid in assessment of myopic risk factors
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- Easy to use with patient-friendly scan acquisition

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Oasis TEARS Vision®

A DIETARY SUPPLEMENT FOR OVERALL VISION HEALTH

Comprehensive Ingredient List

Maqui Berry Astaxanthin

Zeaxanthin & Lutein Docosahexaenoic Acid (DHA)

Scan Here to View Our Dietary Supplements Resource

LIT-OS-VS-OPG-JS Rev0 06-2023

NW500

FULLY AUTOMATED NON-MYD RETINAL CAMERA

High-quality imaging with enhanced capabilities

- Innovative slit scan illumination and a rolling shutter mechanism for imaging small pupils
- Touch-screen operation offers rapid, simple capture with just one touch
- 12MP sensor acquires retinal images in a lighted setting without the need to dilate patients

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- HPMC (hydroxypropyl methylcellulose)
- CPS 5000
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- Single touch automated capture
- 12x9mm 3D wide scan captures macula and optic disc and includes the Hood Report for Glaucoma
- Space saving design fits into any practice setting

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SEEING EYE HEALTH DIFFERENTLY

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Product Guide

Biovance® 3L Ocular

Biovance® 3L Ocular is a unique 3-layer decellularized, dehydrated amniotic membrane designed for superior handling while optimizing a ringless design. Request For Designation (RFD) as a 361 biological product has been granted by FDA.

Top 10 reasons to use Biovance® 3L Ocular

1. Unique 3-layer design
2. Easy to handle
3. No upfront preparation
4. Decellularized
5. Protects underlying tissue
6. Ringless design
7. Bidirectional
 - Can apply on either side
8. Room temperature storage
9. 10-year shelf life
10. Access support for patients
 - e.g. benefits verification



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One System That Does It All!

Newly redesigned, all-in-one eye care EHR, practice management, patient engagement, and optical point-of-sale software



✓ Simple pricing, no long term contracts

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✓ Optometric billing & RCM solutions

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BQ 900® LED Slit Lamp

Fully integrated imaging solution

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BI 900® LED Slit Lamp

Simplified operation meets high reliability.

Equipped with an improved version of the BM 900 microscope, an enhanced illumination system and traditional high-precision mechanics, the BI 900 is the ideal successor to the BM 900. The BI 900 slit lamp combines simplicity and reliability in a modern system which offers integrated digital imaging as an option.



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Octopus 600®

Early diagnosis and standard white-on-white perimetry in one device

The Octopus 600, with EyeSuite Progression Platform, extends Haag-Streit's product range of visual field analyzers, combining the Pulsar method for early glaucoma detection and standard White/White perimetry for long term follow-up in one compact and stand-alone device. Unique fixation control for blinking, pupil position, darting and forehead contact, yields more reliable results, and with our Tendency Oriented Perimetry (TOP strategy), thresholds are performed in 2 ½ minutes.



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LENSTAR® Myopia

Your companion for myopia management

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Product Guide

VISION-S 700 REFRACTION STATION

> Space saver and game changer with speed and accuracy built on exclusive innovation

- Standalone, ultra-compact tabletop subjective refraction unit
- Patented Digital Infinite Refraction method and exclusive optical module
- High degree of accuracy with rapid 3-minute refractions
- Concentrates a complete refraction experience into an immersive station
- Unique refraction experience that can potentially drive traffic, differentiate the practice, facilitate the discussions about complimentary pairs, and transform the overall business potential



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VISION-R 700 REFRACTION SYSTEM

> Accelerate refraction without compromising on accuracy

- Innovative technology with the exclusive optical module
- Adjust the cylinder and axis simultaneously while compensating for the sphere
- Automated Smart programs and algorithms to guide the ECP
- Silent and smooth lens changes enhance the patient experience



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WAM800 WAVEFRONT ABERROMETER

> Fully-automatic for complete anterior chamber analysis and visual needs assessment

- Fast, effective, and space-saving
- 7 detailed tests in 90 seconds; both eyes
- Glaucoma screening and monitoring, keratoconus detection, and cataract screening
- Performance evaluation with eye strain and near-vision assessment and vision simulation



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- Epi-c plus features both of our core technologies, Light Modulation Low-Level Light Therapy (LM LLLT) and Optimal Power Energy Intense Pulsed Light (OPE IPL)
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- Low cost per patient, fast ROI, and high satisfaction



me-check*



epi-c plus*



equinox*

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EXPERT MYOPIA CARE MYOPIA EXPERT 700

> Fast and accurate solution for measuring axial length and corneal topography

- Corneal analyzer with an integrated pupillographer and optical biometer
- Storage and overviews of historic ocular data properties for easy observations of changes over time
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- PTS 925: Compact perimeter that provides everything you need in a compact footprint
- PTS 2000 - Complete set of standard perimetry tests plus all of the latest visual field testing approaches
- Intuitive software and powerful networking and EMR integration
- Maintenance-free and reliable hardware
- Incredible value



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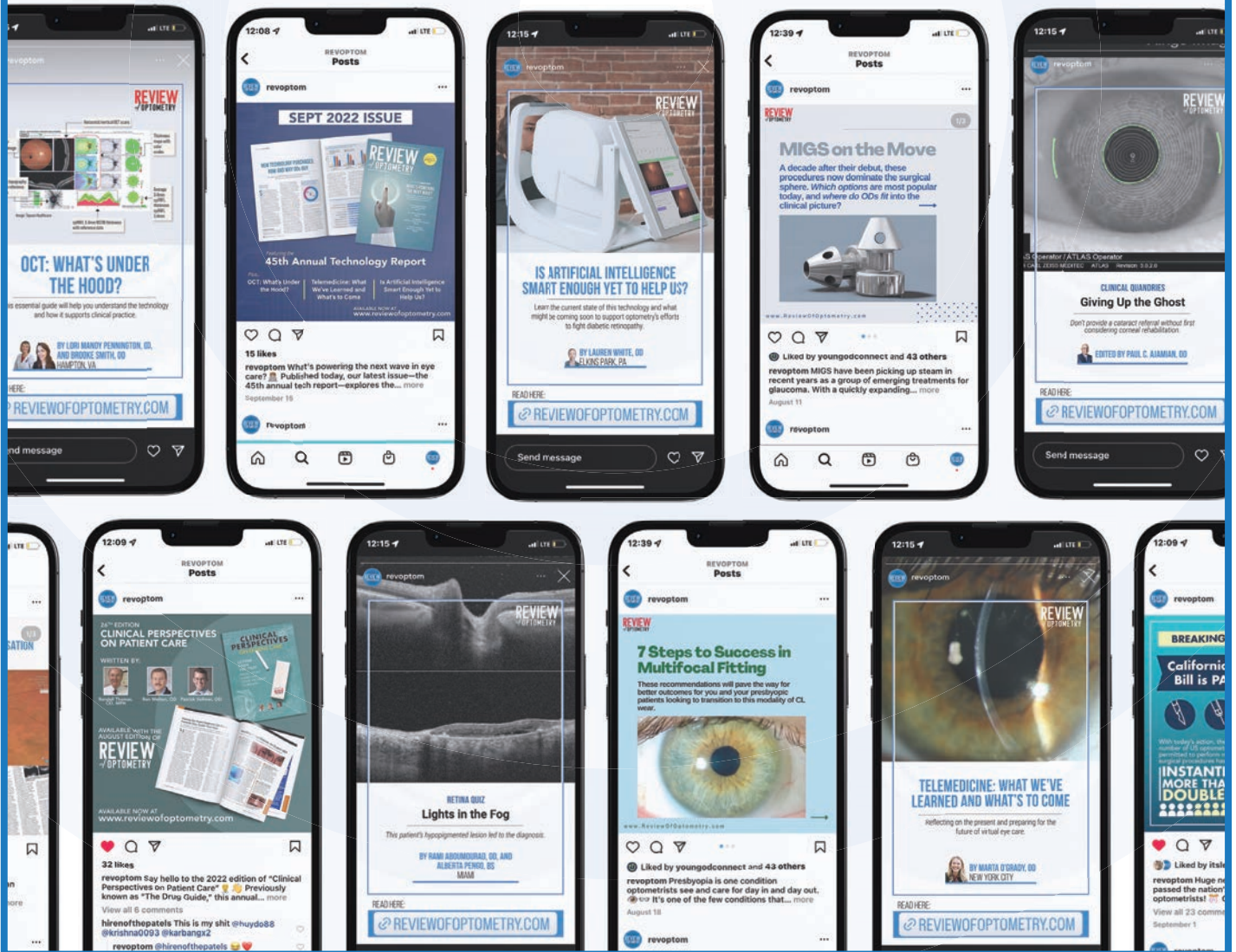
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A NEW WAY TO EXPERIENCE *REVIEW OF OPTOMETRY*

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optomap Improves Efficiency






optomap is the **ONLY** ultra-widefield imaging proven to improve pathology detection and practice efficiency.

- Decrease patient visit time 33%
- Find 66% more pathology
- See 7% more patients

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Find out more about PSL Classic with adaptor

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Think again



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- ✓ Simplified interpretation
- ✓ Shorter testing time
- ✓ Affordable & reimbursable
- ✓ Technician-friendly

RETeval
ERG SIMPLIFIED

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4Sight

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Find out more about 4Sight

Review Tops the Charts Again!

REVIEW[®] of OPTOMETRY

The OD's FIRST CHOICE

Practitioners rely on *Review of Optometry* more than any other eye care publication

**Ranked #1
Eye Care Publication
In FIVE Critical
Readership Categories:**



Total Readers



Most Read Publication/
Website Within the
Last Six Months



Average Page
Exposures



Websites Visited within
the Last Six Months



Quality Clinical Content
I Use in My Practice

Source: Kantar Media Eyecare 2023 Study

Review also is number one in readership across the following categories:

- Total Optometrists
- ODs in High-Volume Practices (76pts/wk)
- Solo Practitioners
- Annual Practice Revenue (\$500k+)
- ODs who Purchase Examination Equipment
- Write Prescriptions (11+ per week)
- Perform Refractions (51+ per week)
- Contact Lens Prescribers
- Years in Practice (1-15 and 15+)
- Among Key Opinion Leaders



To our readers: Thank you for your loyalty, time and trust.
We'll keep working hard to earn your support.

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- Color images and video
- Meibography
- Automatic Exposure
- Integrated Wratten Filter
- Online live demos available



Circle No. 47



MEDIWORKS SLIT LAMPS FROM EYEFFICIENT

- HD Optical System
- LED Illumination
- Built in Yellow Filter
- Imaging ready
- Two styles to choose from



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NON-DISSOLVABLE
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POP QUIZ: Which of the following about rinsada is true?

- rinsada is an irrigating eyelid retractor which aims fluid at the entire ocular surface.
- rinsada reduces MMP-9 and improves symptoms after one rinse.
- rinsada is an efficient in-office procedure that adds a new source of revenue to your practice.
- ALL OF THE ABOVE.

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rinsada

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- Proven Accuracy & Reproductivity
- Customizable Settings
- Rapid Bilateral Measurements
- Durable Portability
- User Friendly




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Safe for use with contact lenses¹

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*In a chronic dry eye patient usage study, participants from a variety of socioeconomic backgrounds answered questions about iVIZIA. There were 203 chronic dry eye patients, ranging from ages 28-80, who used their current eye drops before switching to iVIZIA for 30 days.¹
¹To limit blurriness when using contact lenses, remove contacts, apply drops, then insert contacts.
Reference: 1. Data on file.
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Serum Tears Made Simple.



- Rapid serum drop delivery
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- Superior customer service



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