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horizons

Menicon

PRODUCT NEWS

Magic Store Showcases New Ultrathin 1-Day Lens in Unique Packaging

The world's thinnest contact lens packaged in the novel Flat Pack offers a totally new lens-wearing experience.

Menicon's new Magic daily disposable contact lens, the first contact lens in Japan to be made from HEMA-GMA (2-hydroxyethyl methacrylate-glycerol methacrylate) copolymer, was introduced at the company's new concept shop in Tokyo in November. Magic was designed specifically to take advantage of Menicon's proprietary Flat Pack technology, a wafer-thin package that is significantly smaller than conventional packaging for soft contact lenses.

The Magic Store, a novel marketing concept for a contact lens product launch, is located in the Omotesando district in Tokyo, an exclusive shopping area, where flagship shops of global apparel brands are located. It is located adjacent to the Izumi Ophthalmic Clinic, where practitioners are available to counsel patients and fit and prescribe the Magic lenses. "We decided to take a unique and bold marketing approach, including the establishment of the Magic Store in the Tokyo metro area, to position Magic as a premium daily contact lens and avoid excessive price competition," said Jun Yamazawa, General Manager, Global Brand Strategies Department, Office of Corporate Management & Strategies. "The primary objective of the concept store is to enhance the differentiated product value by setting up a symbolic real touch point of the product and propose a new

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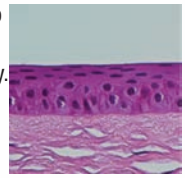
Menicon Magic displays at Omotesando Metro Station.

Inside...



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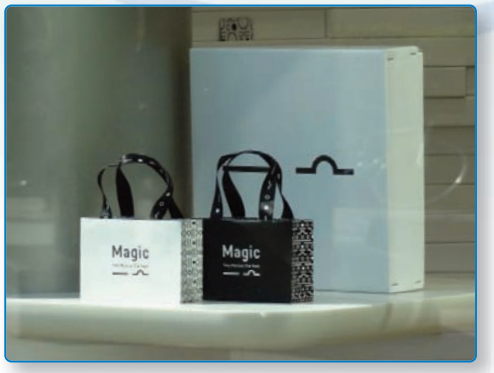
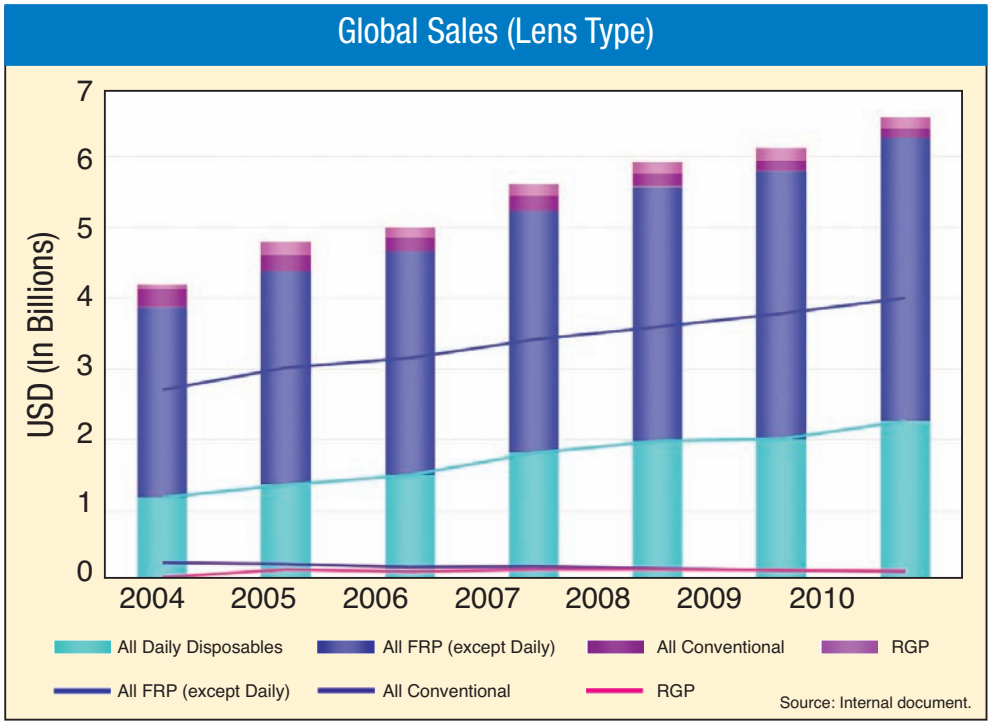
Magic Store Showcases New Ultrathin 1-Day Lens in Unique Packaging



Shop window at Magic Store in Tokyo.

Wall display at Magic Store in Tokyo.

Toshio Matsushima and Dr. Izumi Namiki at Izumi Ophthalmic Clinic adjacent to the Magic Store.



Global penetration of daily disposable contact lenses.

lifestyle option to our prospective customers."

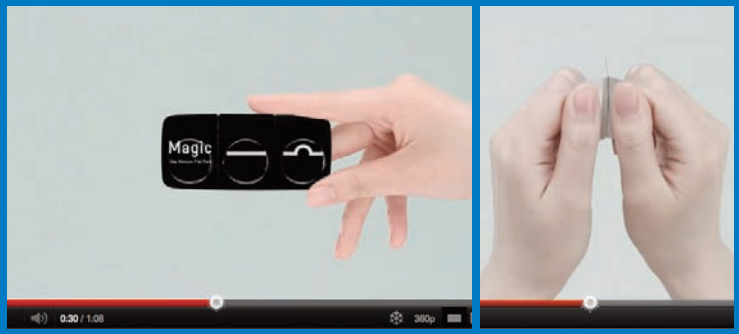
According to Mr. Yamazawa, consumers responded quite favorably to the Magic lens and its revolutionary new packaging, as well as to the Magic Store. "Many customers commented that the shop was unique and quite different from ordinary contact lens shops," he said. "In addition, the Magic Store received quite a bit of attention from the national media."

The Magic lens is manufactured at Menicon's state-of-the-art plant in Singapore. Made from hioxifilcon A material, the lens has 57% water content and oxygen transmissibility of 19 x 10^{-9} in –3.00D power. Base curve is 8.6 mm base curve; diameter is 14.2 mm; and powers range from –0.50D to –6.00D.

The Magic Flat Pack sandwiches the contact lenses lightly but securely between two specially designed foil sheets, in contrast to typical plastic containers in which the lenses float loosely. This enables printing on both sides of the package, which is not possible with conventional packaging. Besides ensuring easy lens removal, the Flat Pack always exposes the outer surface of the lens first, reducing the likelihood that the patient will touch the inner surface of the lens, thus preventing bacteria or debris from coming into contact with the cornea.

The nationwide launch of the Magic lens in Japan will begin in the spring of 2012.

To view a video about the Magic lens, go to www.youtube.com/user/MeniconMagic.



EDUCATION

Rose K Tour of India and Sri Lanka 2011

Eye care practitioners received didactic and hands-on training in fitting Rose K lenses from Dr. Paul Rose.

Interest in Rose K lenses continues to grow worldwide, particularly in India, where there is a high incidence of keratoconus. Recently, Dr. Paul Rose visited the country for the second time to talk to ophthalmologists and optometrists about how to fit the Rose K range of lenses.

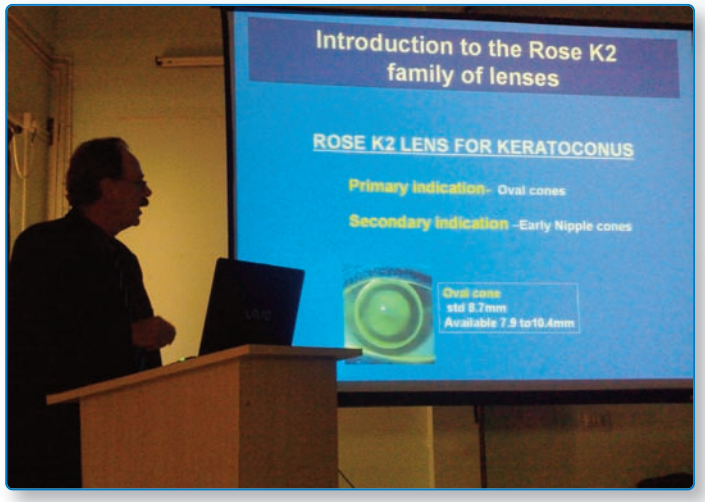
The 2-week tour was sponsored by David Thomas Contact Lenses (DTCL), a Menicon group subsidiary company in the United Kingdom, and organized with the help of DTCL's consultant in India, Ms. Jyoti Dave. More than 800 eye care practitioners attended the seminars and workshops in conjunction with the following major optometry and teaching institutions:

- Post Graduate Institute of Medical Education and Research in Chandigarh
- Vision Aids Centre and AIIMS in New Delhi
- LV Prasad Eye Institute in Bhubaneswar
- KPC Medical College in Kolkata
- Jaslok Hospital and Shroff's Eye Hospital in Mumbai
- Laxmi Eye Institute in Panvel
- Sri Lankan Optometric Association in Colombo, Sri Lanka.

The seminars were conducted as continuing medical education programs. In the morning, Dr. Rose provided background information on why the Rose K lens was invented and then described the fitting approach and how to evaluate fluorescein patterns. In the afternoon, he led fitting workshops with actual patients. At nearly all venues, there was a need to use Dr. Rose's latest design, the Rose K nipple cone. The market clearly has many advanced small nipple cones that are ideal for this design.

DTCL ensures ongoing training

In India, keratoconus is usually diagnosed by ophthalmologists, who refer patients to optometrists to fit rigid contact lenses. The number of optometrists with adequate GP fitting skills is low, but there is a huge appetite to learn and improve their skills. For this reason, the format of the Rose K seminars and workshops proved very popular, as was demonstrated by the full attendance at every venue. To ensure that this education continues, DTCL has appointed a team of regional co-educators, experienced Rose K fitters, who will train others to a high level of confidence.



Dr. Paul Rose lecturing during his series of workshops in India.

Dr. Paul Rose (left) at Shroff Eye Hospital in Mumbai after his presentation and workshop in October 2011. Also shown left to right: Dr. Jennifer Choo, Dr. Darshini Desai, head optometrist, Gangar Opticians, Ms. Jyoti Dave, Rose K lead co-educator, Devang Dadia, Rose K distributor for Mumbai region, Dr. Isha Dave, local optometrist, and Graham Avery.

Dr Paul Rose presenting a Rose K trial set to Dr. Darshini Desai in appreciation of her work organizing the workshop.

"This market is very exciting for us," said Graham Avery, sales and marketing director of DTCL. "Dr. Rose is proving to be very popular in India, and it is refreshing to see young optometrists eager to improve their fitting skills and offer more to their patients. To build on this momentum, we have appointed our Rose K co-educators to continue preaching the systematic fitting approach as advocated by Dr. Rose."

Key to servicing the market in India is to partner with local distributors who understand the market and can promote the Rose K lenses in conjunction with the local co-educators. "We now have four distributors in India and one in Sri Lanka, which will allow us to grow the market which, until now, we have only just scratched the surface," Mr. Avery said.

By Jennifer Choo, OD, PhD

Current Insights Into Epithelial Changes With Orthokeratology

Ongoing studies explore treatment effects.

Over the last 10 years, orthokeratology has evolved from a relatively taboo topic to a respectable and viable option for vision correction. As its potential link to myopia control continues to be explored, more practitioners are turning to the modality as an option for their patients.

New orthokeratology practitioners often ask: "How does it work? What are we doing to the corneal tissue?" This topic has been explored by esteemed researchers from around the world from a clinical and a basic scientific perspective. It is clear from topographic data that the anterior surface of the cornea is modified during the procedure (Figure 1), but investigations into the relative contributions of the various layers of the cornea to these changes have yielded conflicting results. The general consensus is that the technique modulates the corneal thickness, with most of the early changes attributed to epithelial thickness modulation.

Epithelial changes

The epithelium is the outermost layer of the cornea and perhaps the most malleable and dynamic. Normally, the thickness of the epithelium is quite uniform, and the shape of the cells is regular (Figure 2). Because of its proximity to the lens on the eye, the epithelium is the most susceptible to the pressures of the orthokeratology procedure. In general, with myopic orthokeratology, most clinical and histological studies show a decrease in central epithelial thickness with a simultaneous increase in the midperipheral epithelial thickness (Figure 3). The locations of these changes correspond well to the different "zones" of an orthokeratology lens and resultant treatment pattern.

Although hyperopic orthokeratology is not as popular, given the opposite lens design, one would expect to see the opposite type of epithelial changes with this procedure. Attempts to steepen the central cornea result in thickening of the central epithelium and relative thinning in the midperipheral epithelium (Figure 4). This confirms the ability of the epithelium to respond to different pressures and demonstrates the design-dependent nature of these epithelial changes.

Reversibility

Clinical and histological studies have shown that the epithelial changes induced by orthokeratology are reversible. That is, when treatment is stopped, the epithelium slowly returns to its original configuration. Whether the cells revert to their previous shapes or we are seeing the result of natural cell turnover is unknown at this point, but the cornea and specifically the epithelium has an innate shape and thickness profile programmed into it.

Stromal changes?

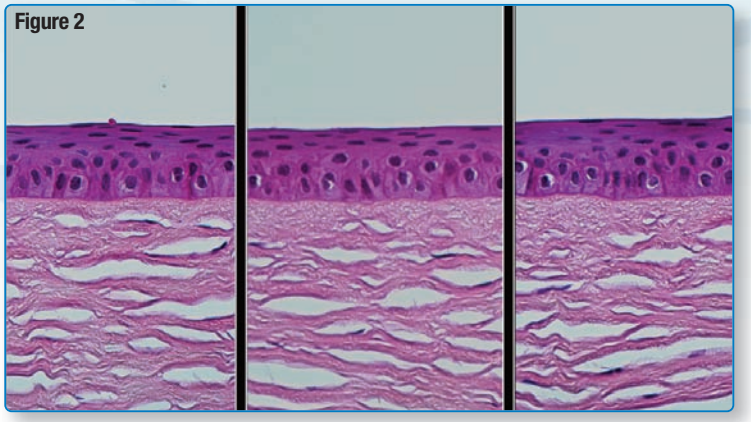
Many practitioners also inquire about the contribution of the corneal stroma to the changes observed with this procedure. Given the incredible amount of communication between the epithelium and the stromal layers, it would not be surprising that a change in the stromal thickness and perhaps its organization or composition may occur. Preliminary work suggests the stroma is involved in longer-term corneal changes, but the actual contribution of the stroma is still unclear.

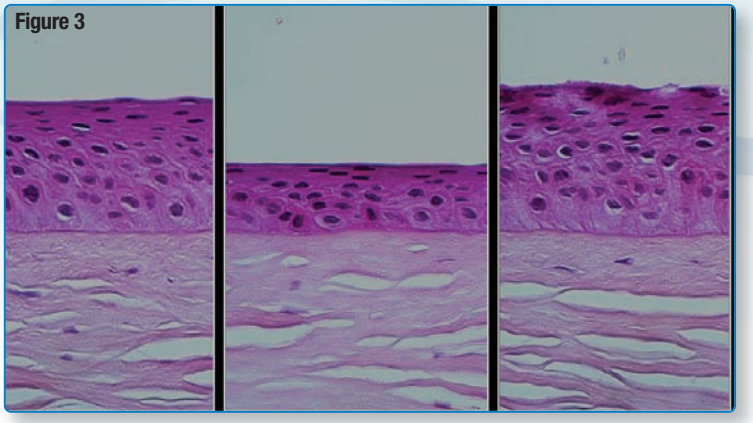
Viable treatment

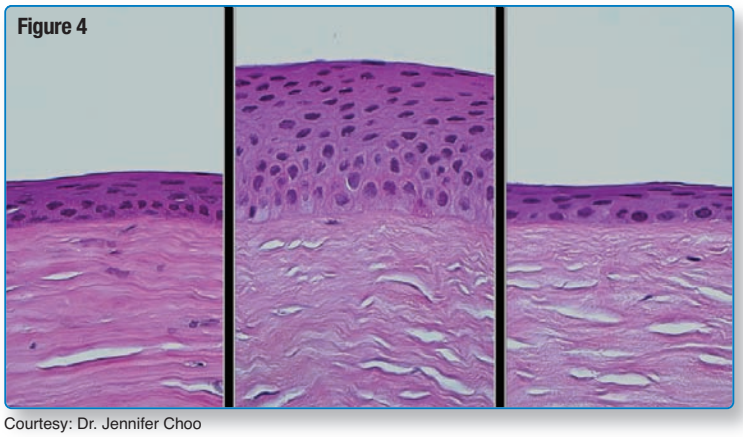
Orthokeratology is a modality that is here to stay. As more practitioners begin fitting these lenses, understanding the basic science behind the procedure becomes important for proper patient education.

Courtesy: Sakamoto Eye Clinic, Dr. Randy Sakamoto.

Figure 1. Topography clearly shows that the anterior surface of the cornea is modified during orthokeratology.







Courtesy: Dr. Jennifer Choo

Figure 2: Control epithelium; central and midperipheral cat corneal epithelium showing uniformity of epithelial thickness and structure.

Figure 3: Central and midperipheral cat corneal epithelium after 8 hours of continuous wear of an orthokeratology lens showing central thinning and midperipheral thickening.

Figure 4: Central and midperipheral cat corneal epithelium after 14 days of continuous wear of an orthokeratology lens for the correction of hyperopia.

Choo JD, Caroline PJ, Harlin DD, Papas EB, Holden BA. Morphologic changes in cat epithelium following continuous wear of orthokeratology lenses: a pilot study. *Cont Lens Anterior Eye*. 2008;31:29-37.

Sono-Optica Opens in Madrid

Above: On September 22, 2011, Menicon officially opened Sono-Optica in Madrid, Spain. This is the company's first retail facility outside Japan. Through this retail shop, Menicon will be able to get closer to patients to better understand their visual and hearing aid needs, leading to the development of new products and technologies.

Above right: Mr. Toshio Matsushima (center), Senior Executive Officer, Menicon Company Ltd., Dr. Jacinto Santodomingo (Jr) (right), Menicon Global Professional Relations Manager, and Mr. Jacinto Santodomingo (Sr) (left) cut the ribbon to officially open the shop.

Right: Mr. Matsushima gives the opening speech. Sono-Optica is located in the upscale neighborhood of Barrio de Salamanca.

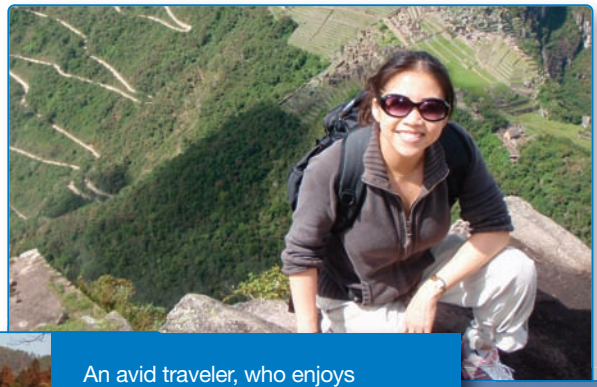
PERSONAL PROFILE

Behind the Scenes at Menicon

In this issue, we interview Jennifer Choo, OD, PhD, Manager, Global Specialty Lens Business & Clinical Affairs.

Please tell us about your background and education.
I was born and raised in Vancouver, Canada. I completed my bachelor's degree in cell biology and genetics at the University of British Columbia in Vancouver. I was particularly interested in forensic genetics, but I also had a great interest in health care, and I eventually decided to pursue a career in optometry. I attended Pacific University College of Optometry in Forest Grove, Ore.

Upon completing my OD degree, I accepted an opportunity to develop some new technology with Brien Holden and his team at the Brien Holden Vision Institute. Immediately upon graduating from Pacific, I moved to Sydney, Australia, to commence my PhD on the topic of orthokeratology with Dr Holden as supervisor.



An avid traveler, who enjoys experiencing different cultures, Dr. Choo has explored Europe, Asia, South America and Africa. Her adventures include (clockwise from top) hiking Machu Picchu in Peru, visiting the Taj Mahal in India, skydiving in New Zealand and visiting Kinkaku-ji, the Temple of the Golden Pavilion in Japan.

I completed my PhD in 2008 and was asked to stay in Australia to lead one of Dr. Holden's key surgical projects. That project wrapped up in 2011, and I decided to refocus on optometry once again, particularly specialty contact lenses.

What sparked your interest in vision and eye care? Why did you decide to pursue a career in optometry?
Optometry was a great choice for me. What better gift to give than the gift of sight? As is the case with many optometrists, I am a myope. I fully understand what it is like to be visually disadvantaged without any correction. As such, I knew what impact I could have on people's lives as an optometrist and how rewarding that could be. It is one of the best decisions I could have ever made.

Why did you decide to join Menicon?
What drew me to Menicon was the quality and diversity of its product line, the team it had assembled and its commitment to grow internationally. I had always felt great support from people within the company during and also after I had completed my PhD. The choice to join the company felt very natural for me.

What are your research interests and goals?
I have a strong research interest in orthokeratology, particularly in the biology of ortho-k and how changes to the corneal tissue affect its ability to defend against microbial infection. I became interested in this topic while in optometry school. As my first degree was in cell biology, I was concerned that we did not fully understand what we were doing to the corneal tissue on a cellular level with ortho-k. I was not comfortable fitting these lenses on patients until I had a better understanding of the potential cellular changes to ensure that I was not doing harm. Patient care and safety are my number one concerns.

What is your current role with Menicon? Please discuss your immediate and long-term goals in this position.
I am very fortunate that I can stay in the specialty contact lens field in my new role with Menicon. Currently, as Manager of Global Specialty Lenses, I have been given the opportunity to help manage and grow our specialty lens portfolio. My immediate focus is on our Rose K business, but this will expand to other products as I become better acquainted with our overall business.

Please tell us about your life outside the workplace.
I have an immense curiosity about the world. When not working, I love visiting new cultures and sampling different ethnic cuisines. I also have a very strong family life. I recently moved back to Vancouver, having been away for 10 years, so when I am not travelling, I enjoy spending time at home with family and friends.

GLOBAL EXPANSION

Menicon and Eye Shelter Partner to Expand SOLO-care® Availability

Opening new distribution channels in Europe.

As a result of an exclusive partnership with Eye Shelter SA, a wholly owned subsidiary of Laboratoires Théa in France, Menicon will begin marketing SOLO-care® contact lens solutions in member states of the European Economic Area and Canada. The agreement enables Menicon to strengthen its international presence by establishing new affiliates in countries where its products have not been available. It will also reinforce Menicon's overall activities in the soft lens care market. Upon completion of the expansion, Menicon will have more than 70 sales professionals dedicated to the contact lens business in Europe.

As the details of the partnership are being finalized, we asked Pierre Monteil, Managing Director, Menicon Holdings Europe, what this new relationship means to the company and its customers.

Why did Menicon license the SOLO-care® products from Eye Shelter?
SOLO-care® is a well-known brand that is trusted by thousands of practitioners and millions of consumers. For Menicon, with its strong heritage in technology, customization and safety, this global brand offers a unique opportunity to embrace a new challenge: entering the soft lens and lens care market worldwide.

How does this product line fit into Menicon's strategy?
Menicon's goal is to expand its global business through its traditional products and an expanding portfolio of soft lens and lens care products. The SOLO-care® brand gives us immediate access to many practitioners in Europe and Canada who may not be familiar with Menicon.

What further synergies will Menicon develop to take advantage of the SOLO-care® portfolio?
Daily and monthly disposable soft lenses represent our future expansion. SOLO-care® will provide many opportunities to open new distribution channels for these products.

Will Menicon take over production of these products?
For the time being, Ciba Vision will continue to manufacture SOLO-care®.

How will Menicon distribute the SOLO-care® products in territories where it does not have subsidiaries?
Our licensing agreement gives us the opportunity to sell products in 29 countries. Where it is warranted, we will open new subsidiaries and commercial offices. Otherwise, we will work through appointed distributors. We are also bringing on board the talent to recruit and organize the needed expertise. For example, Mr. Thierry Frediani will lead these new operations with marketing support from Ms. Esther Da Silva (see below).

What are the benefits of the SOLO-care® products to patients?
SOLO-care® has a proven track record as one of the safest and most convenient soft lens multipurpose solutions. One of its unique features is the MICROBLOCK® antibacterial lens case.

Will SOLO-care® be featured as a companion product for Menicon PremiO?
Indeed, bundling lenses and care solutions may be a strong consumer strategy as millions of consumers are already buying lenses and lens care products together.

Eye Care Veterans to Spearhead Distribution Channel Expansion

Mr. Thierry Frediani has more than 20 years' experience in the eye care industry. He held various positions with Bausch + Lomb, including general manager for various countries in Europe. His key duties included managing channels of distribution for the company's pharmaceutical, surgical and vision care divisions in Europe. Most recently, he was a consultant to Laboratoires Théa, parent company of Eye Shelter SA.

Ms. Esther da Silva has 16 years of international experience in lens and lens care management, all gained at Bausch + Lomb. She worked at the company's Rochester, NY, head office, as well as in Latin America and, for 11 years, in Europe, ultimately as Vice President Vision Care, EMEA. Prior to Bausch + Lomb, Ms. da Silva worked in marketing research at leading advertising agencies in New York City. She holds an MBA from the Tuck School at Dartmouth.

calendar

JANUARY	
26-28	CLAO Symposium and Congress, Las Vegas, USA
26-29	Global Specialty Lens Symposium, Las Vegas, USA
FEBRUARY	
17-19	Heart of America Contact Lens Society, Kansas City (Mo), USA
24-26	Specialty Contact Lens Symposium, San Diego, USA
29-March 4	SECO International, Atlanta, USA
MARCH	
11-12	NCC 2012 Dutch Contact Lens Congress, Veldhoven, Netherlands
22-25	International Vision Expo East, New York, USA
30-31	Asia Orthokeratology and Specialty Lens Conference, Hangzhou, China
APRIL	
25-28	CLSA, Newport Beach, USA
MAY	
24-27	BCLA, Birmingham, UK

PHOTO GALLERY

CORPORATE MILESTONE

Menicon Celebrates Its 60th Anniversary

Gala event caps a year of celebration.

On October 22, 2011, Menicon celebrated its 60th anniversary in its home city of Nagoya, Japan. About 600 guests, including business partners, attended the event, which was held at the Nagoya Castle Hotel. One of the highlights of the event was the "State of Menicon" address by Menicon's President Dr. Hidenari Tanaka. Despite the recent global economic downturns, he noted Menicon posted record sales worldwide. In addition, great strides have been made in the internationalization of Menicon. Mergers and acquisitions have aided in the growth of the company's product line and have increased the number of quality Menicon employees. Menicon remains one of the top five international contact lens companies. It is unique in that it is the only one that is not headquartered in the United States.

The company's 60th anniversary coincided with the launch of Menicon Magic, the daily disposable contact lens featuring the 1-mm thin flat packaging.

Menicon has set the stage for continued growth and economic success through the development of innovative products in the contact lens, lens care and related industries.

The Menicon trademark adorns the center stage.

Japanese playwright Mr. Toshiya Hibiki presents flowers to Chairman and founder Kyoichi Tanaka.

The Gala Party included a buffet dinner of Japanese and other international cuisines.

The breakthrough Menicon Magic daily disposable contact lens was shown for the first time during the anniversary celebration.

Chairman Tanaka opened the gala party commemorating 60 years of the company he founded.

(Left to right) Dr. Randy Sakamoto, Prof. Dwight Cavanagh, Dr. Hidenari Tanaka and Ms. Motomi Hibino were among the guests at the Gala Party.

Dr. Hidenari Tanaka presented the "State of Menicon" address and the company's goals for the future.