



LENS CARE

Menicon the First to Introduce Saline for Rinsing and Inserting Scleral Lenses

Company responds to long-standing need in the specialty lens market.

LacriPure by Menicon is the first and only saline solution that is cleared for sale in the United States for rinsing and inserting scleral contact lenses. LacriPure gives eye care practitioners and their patients an alternative to off-label insertion solutions, such as irrigation saline or larger bottles of nonpreserved saline that may prove a sterility risk.

"With the introduction of LacriPure, Menicon offers a rinsing and insertion option that is convenient, cost effective and FDA approved," says Randall Sakamoto, OD, PhD, Menicon's Director of Professional Relations and Medical Affairs. In addition, Dr. Sakamoto notes, the availability of a solution specifically indicated for scleral lenses may help discourage patients from using tap water, a practice that has been linked to incidents of *Acanthamoeba* keratitis infection and goes against guidance by FDA and numerous professional organizations.¹ (continued on page 2)



► LacriPure nonpreserved saline is packaged in 5 mL unit-dose vials and is indicated for use with both soft and GP lenses.

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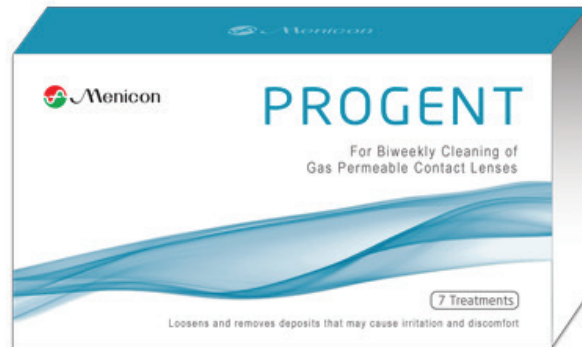


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► Menicon LacriPure joins Menicon Unique pH® multipurpose solution and Menicon PROGENT protein remover to complete the industry's most comprehensive GP lens care system.

"At Menicon, patient safety is our highest priority," Dr. Sakamoto says. "We took to heart the need for a safe alternative to tap water rinsing, and we recognized that the removal of Unisol 4 from the marketplace created a void, making compliance more difficult for patients."

LacriPure nonpreserved saline is packaged in 5 mL unit-dose vials and is indicated for use with both soft and GP lenses. LacriPure's 5 mL blow-fill-seal vials are appropriately sized for

all scleral lens diameters and offer the safety of single-use vials that help prevent contamination.

LacriPure is packaged in a 7-vial box that provides patients with a convenient 7-week supply. Because LacriPure contains no buffers or preservatives, the risk of a toxic reaction is significantly reduced.

Menicon LacriPure joins Menicon Unique pH® multipurpose solution and Menicon PROGENT protein remover to

complete the industry's most comprehensive GP lens care system. Menicon lens care products are available directly from the Menicon WebStore at store.meniconamerica.com, from online retailers amazon.com, walgreens.com and drugstore.com, and from your GP laboratory. ■

1. Robboy M. "The Impact of Using Tap Water as a Rinsing Agent in the Care of Rigid Gas Permeable Lenses." Presentation to FDA; May 2014; Washington, DC.

UNIQUE NEW DAILY DISPOSABLE

An Early Adopter Discusses 1day Menicon Miru Flat Pack



An interview with Robert L Davis, OD, FAAO, Oak Lawn, Ill.

Menicon: Dr. Davis, you were one of the first practitioners in the United States to embrace 1day Menicon Miru Flat Pack contact lenses. What were your first impressions of this lens?

Dr. Davis: When I first saw the 1day Miru, I felt my patients would be excited to try this new daily disposable contact lens with its unique packaging. Consumers spend a great deal of money for style, and I think practitioners underestimate the interest patients have in packaging and easy-to-open contact lens foils. Rather than offering my patients a cheaply made cardboard box that takes up a large amount of space, I can now offer a container that screams elegance. The 90-day supply fits in a tidy case that takes up less space than a bar of soap. Consumers tend to look for ergonomically conceived, consumer-driven products that reflect a company's commitment to research. Even without trying the lens, I felt the 1day Miru product and packaging would be at the top of my list for all appropriate candidates. Practitioners select contact lens designs for a variety of reasons, and with 1day Miru, Menicon has given us a novel daily disposable lens that has several differentiating features.

Menicon: We intentionally introduced 1day Miru in a HEMA-based material, because most of the research on the safety of daily disposable contact lenses has been performed using HEMA lenses. Your knowledge of HEMA-GMA is truly unique. Please share your insights on this material.

Dr. Davis: When extended wear contact lenses were being investigated, I was fortunate to be involved with a HEMA-GMA product called CSI (Corneal Science Institute). During the FDA investigation, patients wore this lens for extended periods, and their corneas were pristine and subjectively comfortable. At the same time, surgeons were starting to implant intraocular lenses, so we had a large population of patients who required contact lenses in aphakic prescriptions with excellent oxygen permeability. We found that CSI lenses in these high-plus prescriptions did not seem to cause complications, although we did see surface-related problems from dirty lenses.

My second experience with HEMA-GMA was with the Benz lens fabricated by John DeCarle's company in the UK, later to become Extreme H20. This lens lost very little water during the day compared with other lenses and, thus, was advantageous for patients with deficient tear films, who often stopped wearing

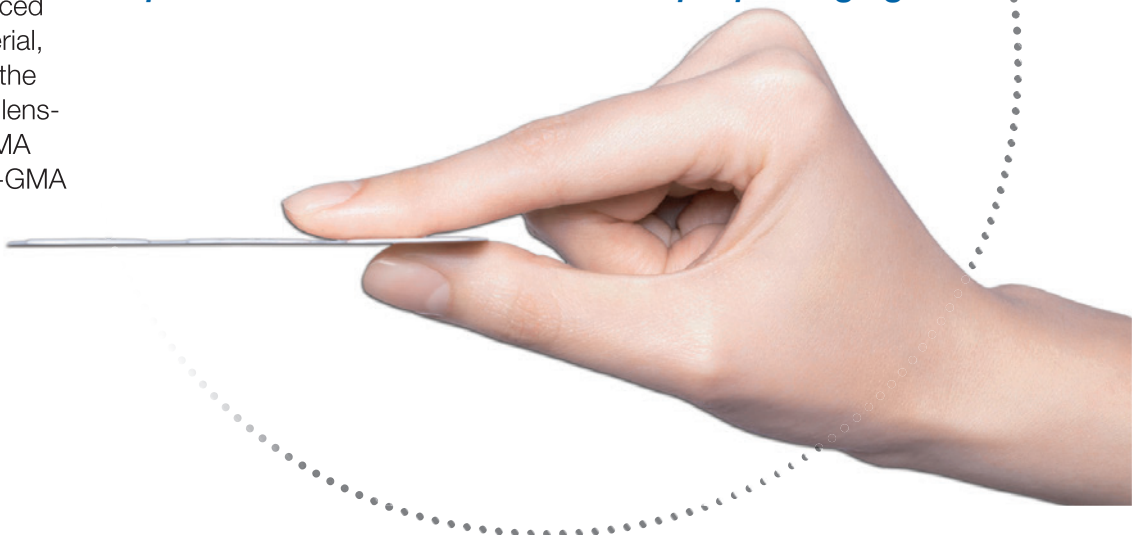
contact lenses. After the introduction of this lens, patients and practitioners started looking for lenses with improved lubricity to improve the contact lens-wearing experience and to reduce the dropout rate.

Menicon: What was your reaction when you learned 1day Menicon Miru Flat Pack contact lenses are manufactured in HEMA-GMA material?

Dr. Davis: When I learned that 1day Miru is fabricated with the HEMA-GMA material, I immediately knew the material would stand out as comfortable and physiologically compatible, owing to its water retention, acceptable oxygen permeability and daily replacement schedule. The real advantage of this material is its lubricity compared to silicone hydrogel lenses.

Menicon: Formulation and manufacturing advances enabled Menicon to not only enhance 1day Miru's lubricity but also to lower its modulus compared

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► The 90-day supply is in a tidy case that takes up less space than a bar of soap.

with other HEMA-GMA lenses. Have you noticed any differences working with 1day Miru compared with other HEMA-GMA products?

Dr. Davis: The modulus of 1day Miru's HEMA-GMA material is low and the thin lens profile enhances its comfort. This low modulus allows the lens to drape over the cornea. The entire lens design and edge profile is uniquely optimized for comfort.

Menicon: What role do silicone hydrogel daily disposable contact lenses play in your practice? When do you reach for them?

Dr. Davis: 1day Miru incorporates the best qualities of wettability, water content and dehydration, lens deposition, friction or lubricity, oxygen permeability, lens modulus and wetting agents into a polymer that has the greatest chance of patient acceptance. Ultimately, it is the patient's decision if a contact lens meets his or her expectations. This concept is fragile because practitioners do not control the patient's decision. That is why we have material choices. Rather than tell a patient he or she is

not a contact lens candidate, we can select a different polymer to create contact lens success. This is typically when I select a silicone hydrogel material, because it is made from a totally different fabrication philosophy.

“The packaging is a creative and technical accomplishment that is not only novel but user-friendly and environmentally conscientious.”

Menicon: Menicon does plan to complete an entire line of HEMA-GMA products. What are your thoughts about this plan?

Dr. Davis: Menicon has been at the forefront of contact lens development since the early days. In 1964, Kyoichi Tanaka became the first person in Japan to fabricate soft lenses, and in 1979, he received the first silicone hydrogel patent. In my opinion, Menicon

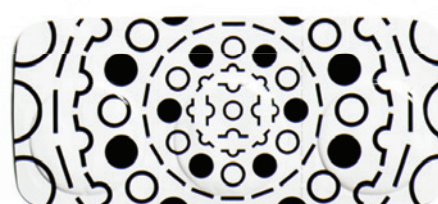
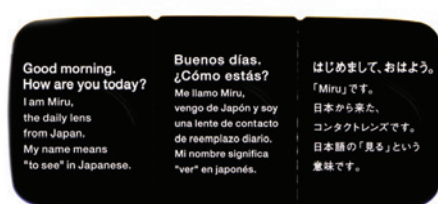
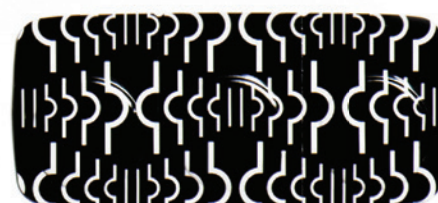
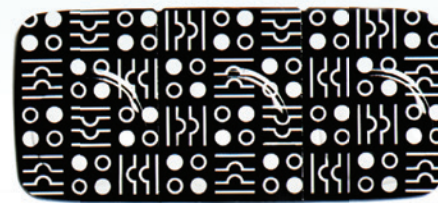
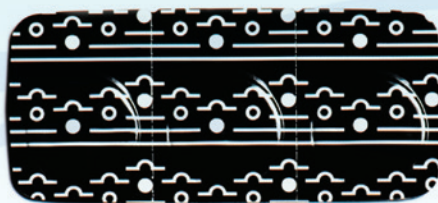
remains at the forefront of innovation and development of contact lenses and lens care products.

Menicon: Do your patients appreciate the environmentally friendly aspect of 1day Miru?

Dr. Davis: The packaging is a creative and technical accomplishment that is not only novel but user-friendly and environmentally conscientious. If comfort and vision are equal among competitive products, patients will look for other distinctive features in a contact lens. Presenting a contact lens in a recyclable Flat Pack tugs at the consciousness of today's consumer. Having the insight to recognize that consumers of all ages will appreciate packaging that is easily opened is another example of why this completely thought-out contact lens product is built for the consumer.

Menicon: What are your thoughts on the hygienic aspect of 1day Miru?

Dr. Davis: Menicon has taken an extra step in the novel package design, in that when the Flat Pack is opened, the



► The 1day Menicon Miru Flat Pack design creates a “Wow!” factor for patients.

lens is always in the correct position to be placed on the eye. There’s no more guess work and unnecessary handling—which can contaminate the lenses—as patients try to decide which is the right side. In addition, the two-sided foil packaging protects the saline solution from evaporating. When the lens is placed on the eye, the first impression is comfort without any changes in parameters. Extensive development and research has provided a lens with some of the lowest residual polymers in manufacturing. This along with the hioxifilcon A material binding water to its chemical structure makes the lens design potentially one of the most ocular friendly lenses in the marketplace.

Menicon: Thank you for speaking with us today. We welcome your concluding remarks.

Dr. Davis: The 1day Menicon Miru Flat Pack meets my high expectations with an innovative design and superior material in eco-friendly packaging. Menicon has even developed a folding plastic carrying sleeve that carries a vacation supply of lenses. The graphic design on the flat packs has been a “Wow!” factor when my patients receive their lenses. In the era of Internet sales, I am confident patients will appreciate the value of 1-day Miru daily disposable lenses, which in turn will enhance my patient retention.

Menicon’s story is part of the history of contact lenses, and practitioners around the world need to understand the company’s commitment to patients and practitioners alike. ■

Robert L. Davis, OD, FAAO, practices in Oak Lawn, Ill., and is director of the Contact Lens Clinic at Davis EyeCare. He is a cofounder of EyeVis, Eye and Vision Research Institute and is an adjunct faculty member at Southern California College of Optometry, University of Missouri in St. Louis, Illinois College of Optometry, Pennsylvania College of Optometry at Salus University and Pacific University. Dr. Davis has published and lectured on topics related to contact lenses, eye care and the management of eye disorders. He has developed many contact lens designs and holds various contact lens patents.

IRREGULAR CORNEA

Rose K™ Continues as Most Prescribed Brand for Irregular Corneas


Global expansion propelled by unique educational programs.

The Rose K™ family of contact lenses are now manufactured in 18 countries, distributed in more than 90 countries and remain the most frequently prescribed brand for treating irregular corneas worldwide. The Rose K™ line includes the original Rose K™ lens, the Rose K2 lens with front-surface aberration control, the Rose K2 Irregular Cornea (IC) lens for larger areas of

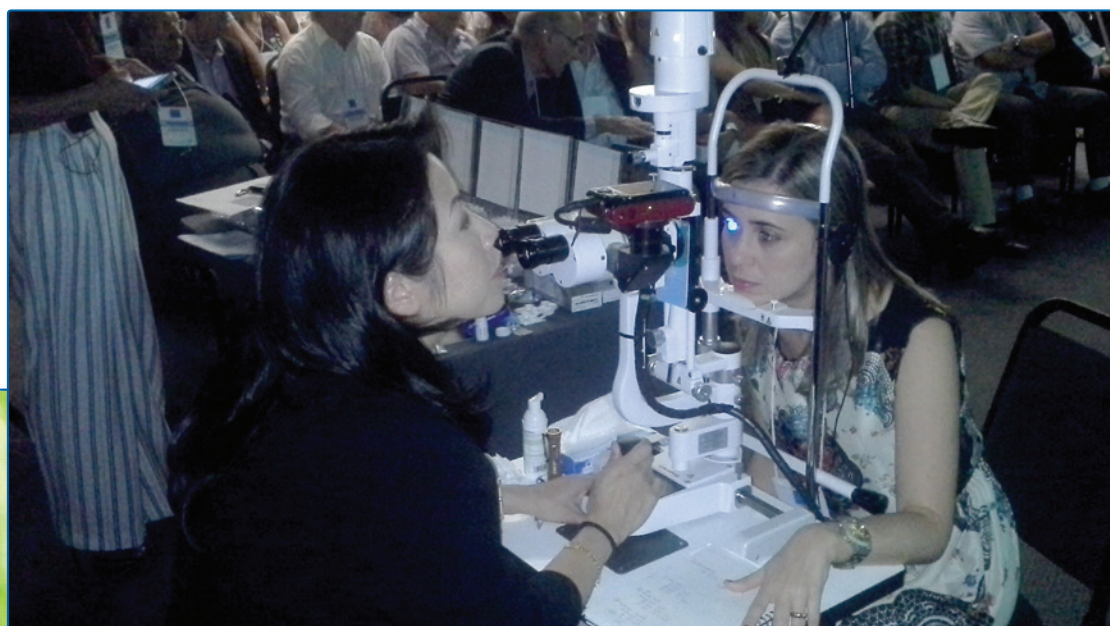
corneal distortion, the Rose K2 Post Graft (PG) lens for post corneal surgery cases, and the Rose K2 NC lens, designed specifically for nipple cones. The most recent addition to the line is the Rose K2 XL™ corneo-scleral lens, which is ideally suited for patients who cannot tolerate smaller GP corneal lenses, for pellucid marginal degeneration, keratoglobus, corneal inserts,

and patients who have significant corneal distortion after undergoing penetrating keratoplasty.

Menicon Z is the recommended material for Rose K™ lenses, but also consider Lagado materials when necessary. ■



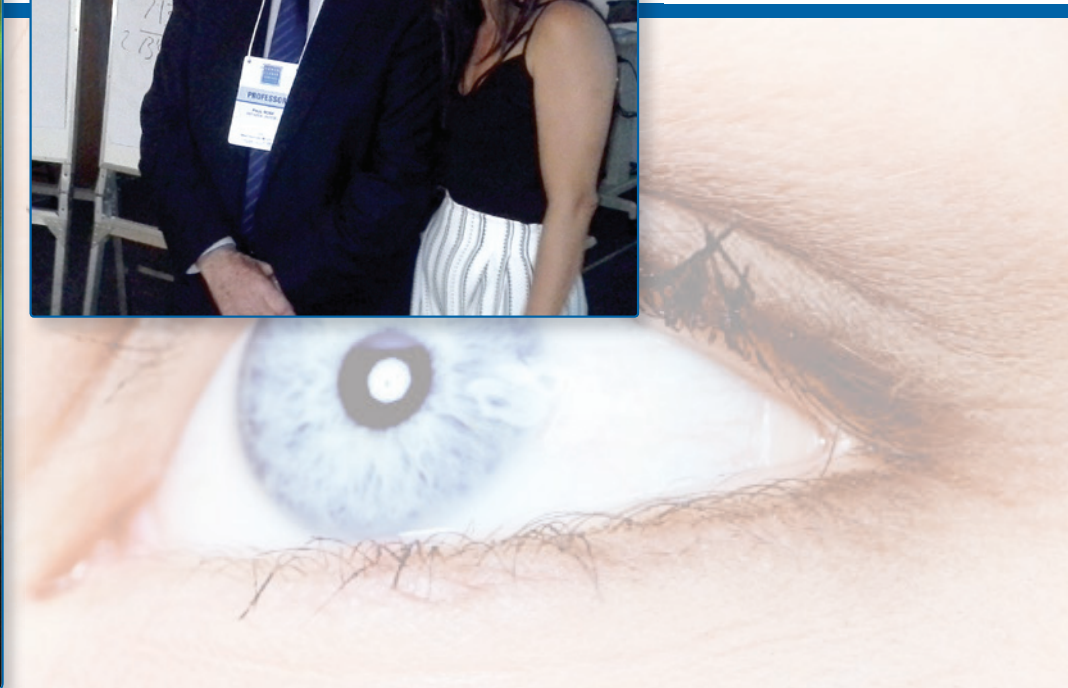
Dr. Paul Rose explains how to fit Rose K2 XL to optometrists in South Australia.



► Dr. Jennifer Choo at a workshop for Dr. Cleber Godinho's course for ophthalmologists in Belo Horizonte, Brazil.



► Dr. Paul Rose with Tatiane Sousa of Mediphacos Ltda in Belo Horizonte, Brazil.



Help Us Support the CLMA

Menicon and Lagado Reaffirm Their Commitment to the CLMA.

Menicon and Lagado have a long history of support for the Contact Lens Manufacturers Association (CLMA) and its education arm, the Gas Permeable Lens Institute (GPLI). Lagado founder Bill Hoffman has served as president of the CLMA, and currently Menicon's Kurtis Brown is serving on the CLMA's executive board as secretary and treasurer.

Recently, Menicon has underscored this support with a one-time grant to the GPLI and with a pledge to set aside a portion of the sales of the new LacriPure rinsing and insertion solution to support the CLMA's ongoing education initiatives.

In 2010, Lagado became a wholly owned subsidiary of Menicon America, Inc. This merger allowed Menicon to offer a full line of GP materials in addition to its flagship material Menicon Z, the most permeable GP material in the world. Both companies will be working together to continue to innovate and lead the market in safe and effective contact lens products.

The employees of Lagado and Menicon share the CLMA's passion for meeting the needs of custom contact lens manufacturers, eye care practitioners and patients worldwide. There's more behind Menicon and Lagado materials than exceptional performance and comfort; when you select our GP materials for your patients, you help us to support the CLMA and GPLI.

Menicon urges you to support CLMA member companies. An excellent way to start is to choose Menicon materials for your next GP fit (Table 1) ■

Table 1. Menicon/Lagado Materials

Valeant Material	Comparable Menicon/Lagado Materials
Boston XO	TYRO 97
Boston EO	TYRO 97, ONSI 56
Boston ES	FLOSI
Boston XO2	Menicon Z
Boston Equalens	ONSI 56
Boston Equalens II	TYRO 97, Menicon Z
Boston II	FLOSI
Boston IV	FLOSI
Paragon HDS	ONSI 56
Paragon HDS 100	TYRO 97
Paragon Thin	FLOSI
Paragon EW	ONSI 56
Paraperm EW	ONSI 56
Fluoroperm 30	FLOSI
Fluoroperm 60	ONSI 56
Fluoroperm 100	TYRO 97
Fluoroperm 151	TYRO 97, Menicon Z
Paragon CRT	Menicon Z (Menicon pays button royalty)
Scleral Lens Materials	Menicon Z, TYRO 97, ONSI 56