

THE RESULTS

The National Eye Institute (NEI) has just released the findings that a unique high-potency, antioxidant vitamin and zinc supplement slows the progression of AMD and reduces the risk of vision loss from AMD.

Those at the highest risk for developing advanced AMD lowered their risk by about 25% when treated with the unique high-potency, antioxidant vitamin and zinc supplement. In the same high risk group—which includes those with intermediate AMD, or advanced AMD in only one eye—the unique high-potency, antioxidant vitamin and zinc supplement reduced the risk of vision loss caused by advanced AMD by about 19%. The supplement evaluated contained a unique combination and high-potency dosage of antioxidants, vitamin C, vitamin E, beta-carotene, and zinc.

“The AREDS formula (high potency antioxidant and zinc supplement) is the first demonstrated treatment for people at high risk for developing advanced AMD, slowing the progression of AMD to its advanced stage will save the vision of many who would otherwise have had serious vision impairment.”

Frederick Ferris, M.D.,
Director of Clinical Research at the
NEI and Chairman of the AREDS

“This is an exciting discovery because, for people at high risk for developing advanced AMD, these nutrients are the first effective treatment to slow the progression of the disease.”

Paul A. Sieving, M.D., Ph. D.,
Director of the NEI

Bausch & Lomb worked with the NEI in the groundbreaking 10-year ARED study.

The unique formulation of a high-potency, antioxidant vitamin and zinc supplement evaluated in slowing the progression of AMD and reducing

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the risk of vision loss from AMD was provided by Bausch & Lomb.

It's an exciting new discovery that will help millions of people preserve their eye health and vision for years to come.

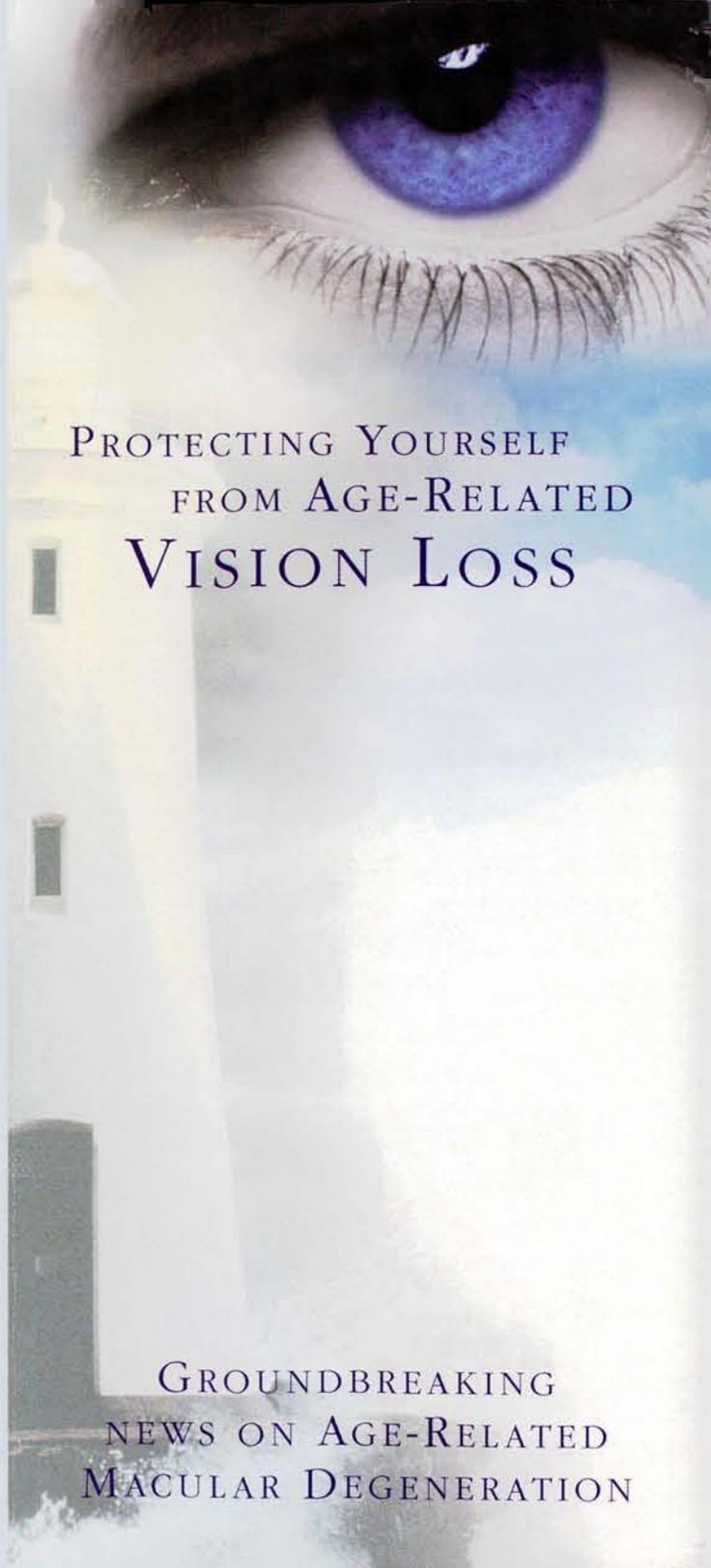
Whether you have been diagnosed with AMD or are at risk, ask your eye doctor whether this unique high-potency, antioxidant vitamin and zinc supplement is right for you.

This unique product will be available in the vitamin aisle of your drug store, food store or mass merchandiser in Spring 2002.

For more information, visit www.bausch.com



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PROTECTING YOURSELF
FROM AGE-RELATED
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GROUNDBREAKING
NEWS ON AGE-RELATED
MACULAR DEGENERATION

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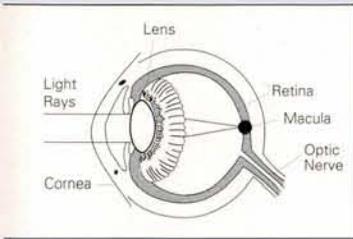
AMD

Age-Related Macular Degeneration (AMD) is the leading cause of blindness in people over 65 and the leading cause of severe vision loss in people over 50 (more than cataracts and glaucoma combined).

Approximately 13 million people have signs of AMD.

THE MACULA

AMD affects the macula, which is the part of the retina responsible for central vision. Light passes through the retina and focuses on the macula, where it is translated into an electrical impulse and sent to the brain. The result is the ability to see fine details like words on a printed page and physical features.



As we age, the macula weakens and its cells begin to break down.

Both distance and close-up vision will begin to fade. Central vision can be heavily affected, while peripheral vision frequently remains the same. Daily activities such as reading or driving can become difficult, if not altogether impossible.



NORMAL VISION



AGE-RELATED MACULAR DEGENERATION

WET AND DRY MACULAR DEGENERATION

The two types of macular degeneration are "dry" and "wet."

Dry macular degeneration is the most prevalent form of the disease. It affects about 90% of those with AMD. A common indication of AMD risk is the existence of drusen. Drusen are yellow deposits found in the retina. As drusen increase in size or number, the risk of vision loss increases.

Wet macular degeneration accounts for about 10% of all diagnosed cases. Caused by abnormal blood vessels forming at the back of the eye, these vessels will leak fluid or blood and blur central vision. The resulting vision loss can be rapid and severe.

AMD often starts in one eye and then progresses to the other eye. Doctors screen for and can diagnose AMD during your eye examination.

SYMPTOMS

Macular degeneration will cause a range of symptoms in different people. The most common symptoms are:

- *Words will appear blurry on a printed page.*
- *A dark or empty area appears in the center of vision.*
- *Straight lines may look curved or distorted.*

RISK FACTORS

There are certain risk factors for AMD, while AMD is not exclusive to these groups, a heightened risk should make you more aware.

AGE: The most common factor is age. As we get older, the risk of getting AMD greatly increases. At 50 the risk is estimated at 2%. The risk rises to 30% by age 75.

HEREDITY: Those with immediate family members diagnosed with AMD can be at a greater risk.

GENDER: Women may be at a greater risk of developing AMD than men. This might be attributed to lower estrogen levels in postmenopausal women.

DIET: Inadequate intake of antioxidants, consumption of alcohol, saturated fats and cholesterol can create free radical reactions that can harm the macula.

HEART DISEASE: Poor blood circulation due to high blood pressure or other heart-related conditions can lower the blood flow to the eyes and lead to AMD.

SMOKING: Smoking may increase the risk of getting AMD.

SUN: Significant cumulative light exposure may increase the risk of getting AMD.

NEW CLINICAL STUDY RESULTS LEAD TO A NEW TREATMENT FOR AMD

Study shows a unique antioxidant vitamin and zinc supplement can help treat AMD.

IF YOU'RE FACING AGE-RELATED VISION LOSS FOR THE FIRST TIME EVER THERE'S HOPE

THE STUDY

An exciting new discovery has been announced from a 10 year Age-Related Eye Disease Study (AREDS), sponsored by the National Eye Institute, part of the federal government's National Institutes of Health. The study focused on AMD and the effects of a unique high-potency, antioxidant vitamin and zinc supplement on the disease. The study was conducted on a double-blind, placebo-controlled study group consisting of 3,609 people ages 55-80 to demonstrate the value of vitamin and mineral supplements in the preservation of eye health and vision.