

innovation

A century and a half ago, John Jacob Bausch came to America with the thought to establishing a market for state-of-the-art imported German spectacles.

J. J. Bausch did not succeed at first, but neither did he give up. With the support of partner Henry Lomb, he went on to found a company that has become synonymous with continuous innovations in sight.

Under the Bausch & Lomb name, they manufactured eyeglasses that were strong and had flexible frames made of vulcanized rubber. The sons of J. J. Bausch developed methods of producing optical glass and gained patents on microscopes and riflescopes and on sunwear that impacted America's experience in wartime and in peace. The company made advances in photographic optics and introduced the first soft contact lens. Along this long road of innovation, Bausch & Lomb products became part of the fabric of American life.

Out of J.J. Bausch's experience, and the experience of his descendants and the company researchers whom they inspired, came a spirit—a dedication to continuous innovation—that would persevere to this day.

This same spirit of innovation guides Bausch & Lomb as it begins a second century and a half of bringing to market goods and services that live up to the company's unwavering goal: "Perfecting vision and enhancing life."

Today, Bausch & Lomb offers the widest array of products and services on the ophthalmic market, tools that allow you to provide patients with the best in eyecare. The company is working to bring practitioners innovations in contact lenses that include wavefront optics and continuous wear specialty lenses, as well as lens care technology that relieves contact lens related dryness. We are developing a proprietary "vision shaping treatment" system that employs overnight contact lens wear to correct focus problems. We will further develop ocular pharmaceuticals for safer outcomes and nutritional supplements that fight AMD. And we will seek continuous advances in refractive surgery that redefine our concepts of perfect sight.

Over the past year, our faculty has had the opportunity to address various groups of leading clinicians in optometry with a lecture on "Solving the Presbyopic Crisis." In addition, we've discussed this topical issue in a series of phone conference calls with doctors in various types of practices and with varying degrees of success in helping patients through their "presbyopic crises." These efforts are part of the "J. J. Bausch Innovators Lecture Series," an ongoing extension of the Bausch & Lomb University.

The following is an event summary highlighting key points from the lectures and conference calls. Bausch & Lomb invites you—our industry thought leaders and innovators in your own right—to utilize this summary in providing your patients with the best vision care possible.

We join with you in saluting J. J. Bausch's spirit of innovation in service of our common goal: of perfecting vision and enhancing life.

Michael D. Pier, OD

Director, Professional Development