

# OPHTHALMIC Product Guide

Special Advertising Section

**REVIEW**  
of OPHTHALMOLOGY

## Dear Doctor,

Review of Ophthalmology is pleased to offer you this preview of many exciting new products now available in the ophthalmic 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.reviewofophthalmology.com](http://www.reviewofophthalmology.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.

**Circle No. 1**



**LASTACRAFT**  
Antihistamine Eye Drops

**Rx STRENGTH  
EYE ALLERGY ITCH RELIEF  
AVAILABLE OTC**

**2x THE AMOUNT  
PER BOTTLE  
THAN PATADAY®\***

\*60 day supply vs. PATADAY® 30 day supply

**ORIGINAL  
PRESCRIPTION STRENGTH**

**LASTACRAFT**  
Alocetadine ophthalmic solution 0.25%  
Antihistamine Eye Drops

**ONCE DAILY RELIEF  
Eye Allergy Itch Relief**

WORKS IN MINUTES  
RELIEF FROM ALLERGENS:  
✓ Pet Dander ✓ Pollen ✓ Grass ✓ Ragweed

Sterile

**60 DAY SUPPLY**  
0.17 fl oz (5 mL)

**LASTACRAFT**  
Alocetadine ophthalmic solution 0.25%  
Antihistamine Eye Drops  
0.17 fl oz (5 mL) Sterile

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US-LAS-230002 01/23



**Circle No. 2**

**Vantage Plus**

The BIO trusted  
around the world

**Keeler**

[keelerusa.com](http://keelerusa.com)

**BEST-IN-CLASS VR VISUAL FIELD  
HEADSETS WITH OPTIONAL ADDED  
VISION TESTING CAPABILITIES!**

Clinically proven to be as accurate as conventional standards, the VF2000 VR headset provides reliable visual fields and the ability to perform an array of vision tests from a single device!

**VF2000 G2**

Seamlessly combines reliable visual field and comprehensive vision testing with upgraded internal optics and a high-definition, 4K display! Available tests include:

- Visual Field and FDT
- Stereopsis
- Visual Acuity
- Contrast Sensitivity
- Color Vision
- Threshold Color Testing

**Circle No. 3**

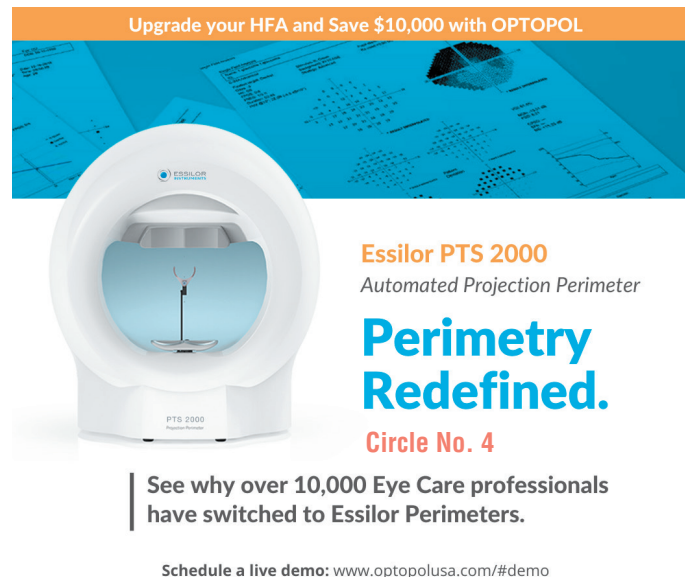
**VF2000 NEO**

Using revolutionary Active Eye Tracking, the NEO provides the widest available range of reliable repeatable vision testing capabilities on the market today! Available tests include:

- Includes All G2 Features Plus
- Active Eye Tracking
- Eye Motility Testing
- Pupil Testing

**Get a Free Demo - Call 818-960-1408 today!** 

**Upgrade your HFA and Save \$10,000 with OPTOPOL**



**Essilor PTS 2000**  
Automated Projection Perimeter

**Perimetry  
Redefined.**

**Circle No. 4**

**See why over 10,000 Eye Care professionals  
have switched to Essilor Perimeters.**

Schedule a live demo: [www.optopolusa.com/#demo](http://www.optopolusa.com/#demo)

Requesting product information is now fast and easy! Go to [www.reviewofophthalmology.com](http://www.reviewofophthalmology.com), click Additional Publications, Product Guide digital edition and follow the prompts to request product information.

# OPHTHALMIC

## Product Guide

Circle No. 5

### iCare IC100

The objective tonometer

- + No drops, air, or calibration needed
- + Consistent & accurate readings
- + Single use probes to exceed infection control guidelines



Call 888.422.7313 or email  
infousa@icare-world.com  
[www.icare-world.com/USA](http://www.icare-world.com/USA)

**icare**

### iCare IC200

200 degrees of tonometry

- + Supine, reclined & seated positions
- + No corneal disruptions
- + Suitable for every patient
- + Single use probes to exceed infection control guidelines



Circle No. 6

Call 888.422.7313 or email  
infousa@icare-world.com  
[www.icare-world.com/USA](http://www.icare-world.com/USA)

**icare**

### iCare HOME2

24-hour at home tonometry

- + **NEW!** Supine, reclined & seated positions
- + **NEW!** New smart light guide for easy positioning
- + **NEW!** Interactive display screen
- + **NEW!** Comprehensive IOP reports

Circle No. 7



Call 888.422.7313 or email  
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[www.icare-world.com/USA](http://www.icare-world.com/USA)

**icare**

### iCare DRSplus

Automated TrueColor retinal imaging

- + TrueColor confocal imaging
- + Ultra-high resolution
- + Fast image acquisition (16s per eye)
- + No dilation (2.5mm pupil size)



Call 888.422.7313 or email  
infousa@icare-world.com  
[www.icare-world.com/USA](http://www.icare-world.com/USA)

**icare**

### iCare EIDON

Ultra-high resolution retinal imaging

- + Ultra-Widefield up to 200°
- + Rich details from center to periphery
- + Clear imaging through media opacities
- + No dilation (2.5mm pupil size)

Circle No. 9



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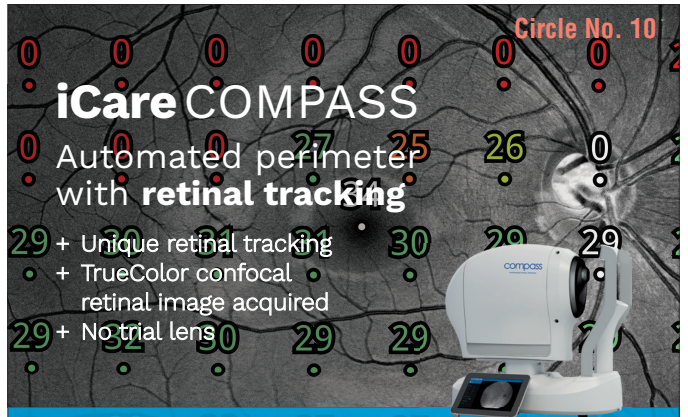
**icare**

### iCare COMPASS

Automated perimeter with retinal tracking

- + Unique retinal tracking
- + TrueColor confocal retinal image acquired
- + No trial lens

Circle No. 10



Call 888.422.7313 or email  
infousa@icare-world.com  
[www.icare-world.com/USA](http://www.icare-world.com/USA)

**icare**

# OPHTHALMIC

## Product Guide

### BQ 900® LED Slit Lamp

Fully integrated imaging solution

Choose the BQ 900 LED for advanced microscopy. The BQ 900 is powered by a long-lasting LED diode that offers exceptional detail and depth of field. It is the ultimate slit lamp due to its flexible modular design. The new IM 910 imaging module can be used with EyeSuite™ Imaging software or in standalone mode. Other optional accessories include Teaching Scope, Inclined Eyepieces, Yellow Filter, Stereo Variator, and Beam Splitter.



Circle No. 11

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

### 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.



Circle No. 12

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

### Reliance FX-920®

The standard for chair design

The FX-920 sets the standard for design while retaining the core value of all Reliance products - rugged durability. All surfaces of the chair are designed to support a patient's entire weight. Ergonomic full power tilt is efficient for the practitioner and comfortable for the patient. A full complement of controls is available on both sides of the chair, while the detached dual footswitch adds flexibility.



Circle No. 13

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

### LENSTAR® APS Optical Biometer

Advanced biometry—better outcomes

The LENSTAR LS 900 with Automated Positioning is all you need for faster, more efficient biometry. Its easy mechanical tracking minimizes user delay and error, delivering more reliable results and a more comfortable patient experience. The dual zone keratometry with 32 measurement points provide precise K values, essential for planning toric lens implantation. With its integrated Olsen and Barrett formulas, as well as exclusive availability of the Hill-RBF Method 3.0 for IOL calculation, the LENSTAR provides the user with the best possible IOL prediction.



Circle No. 14

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

### 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.



Circle No. 15

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

### Octopus 900®

Versatility PLUS connectivity!

The Octopus 900, with EyeSuite Progression Platform, is the most versatile perimeter available. The Octopus 900 features more options for reliable testing, including: static White/White, Blue/Yellow, Red/White, Flicker, Low Vision and computer-assisted true Goldmann Kinetic, TOP Strategy for thresholds in 2-1/2 minutes and our unique fixation control. EyeSuite, the industry's most advanced software for progression analysis, includes the first perimetric analysis to combine structure and function with real-time interactive access to all perimetric data with easy networking and free viewing stations.



Circle No. 16

**HS** HAAG-STREIT  
USA

800.787.5426  
haag-streit-usa.com

# OPHTHALMIC Product Guide

Circle No. 17

## Phoroptor® VRx

### Digital Refraction System

**A premium digital refraction experience at a safe distance.**

Featuring the thinnest, most compact design, incredibly fast lens exchanges, motorized prisms, split cylinder lenses, and ultra-quiet operation, **Phoroptor® VRx** sets new standards in refraction. The ergonomic keypad features a multi-function control knob with unmatched feel and versatility, while the intuitive touch-screen interface has all the pre-programmed and programmable tests you'll need.

Phoroptor VRx provides a premium digital refraction experience at a safe distance, now from across the room or across the Internet. Phoroptor VRx is the only system that connects to all major brands of pretest devices and EMR platforms.

Designed and assembled in the USA



*Passionate about eye care!*  
reichert.com • 888-849-8955

Circle No. 18

## ClearChart® 4

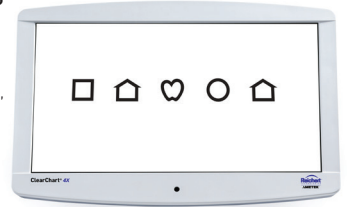
### Digital Acuity Systems

**Pixel-perfect and purpose-built.**

The family of ClearChart® Digital Acuity Systems are elegant, all-in-one, simple-to-use, and uniquely designed to meet all of your acuity testing needs with a wide selection of optotypes, and other special test charts.

The ClearChart family all feature a 24 inch, high resolution, LED backlit display that are lightweight, cool running and long-lasting. The **ClearChart® 4X** Enhanced Digital Acuity System, and the **ClearChart® 4P** Polarized Digital Acuity System are now available with **LEA SYMBOLS®** and **LEA NUMBERS®**. The intuitive user interface provides the best user experience of any digital acuity chart.

Designed and assembled in the USA



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## Ocular Response Analyzer® G3

### Corneal Hysteresis: Measure Beyond Pressure.

**Provide a more confident glaucoma risk assessment and a more personalized treatment approach.**

**Ocular Response Analyzer®** is the only device that measures Corneal Hysteresis, a superior predictor of glaucoma progression. 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.

Designed and assembled in the USA



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## Reichert® 7CR

### Non-Contact Tonometer

**A better pressure measurement with Corneal Response Technology®.**

In 1972, Reichert® invented the non-contact tonometer (NCT), 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.

Designed and assembled in the USA



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Circle No. 19

## Tono-Pen AVIA®

### Handheld Tonometer

**Reichert® Tono-Pen® has been the trusted choice of clinicians for over 30 years.**

Tono-Pen® helps to provide essential care while keeping your patients and staff protected. **Tono-Pen AVIA®** applanation tonometer now with **Quick-Tap® Measurement Mode** is ready-to-use, calibration-free, and accurate – **with more confidence in fewer measurements.**

Tono-Pen is less sensitive to corneal centration, ensuring fast and accurate IOP measurements with minimal training.

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

Designed and assembled in the USA



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Circle No. 20

## Ocu-Film® + Tip Covers

### Tono-Pen® Tip Covers

**Protect your Tono-Pen® Handheld Tonometer and your patients.**

Genuine blue Reichert® **Ocu-Film® + Tip Covers** protect your Tono-Pen® Tonometers from dust and fluids, and help protect patients from the risk of cross contamination. Ocu-Film+ Tip Covers are single-use, sanitized, and easy-to-apply. Ocu-Film+ Tip Covers are FDA cleared and the only Reichert® approved tip covers for use with Tono-Pen Tonometers. Ocu-Film+ Tip Covers are available individually packaged in boxes of 150 or bulk packs of 600.



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Circle No. 21

Circle No. 22

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# OPHTHALMIC

## Product Guide

### Surgeon's Choice

Circle No. 23

Customization Made Simple.

- ASC improves efficiency and room flow.
- Surgical team members reduce prep time and waste.
- Each surgeon has his/her preferred disposable instruments on hand.

Learn more, call (844) 820-8940



Scan to schedule a workshop.



LIT-SRGC-AD1 Rev.0 1.2022

### MYAH

BIOMETER + CORNEAL TOPOGRAPHER

Build your pediatric myopia practice with MYAH.

- Axial length metrics and trend reports aid in assessment of myopic risk factors
- Corneal topography and contact lens fitting software supports specialty lens fitting
- Easy to use with patient-friendly scan acquisition

Contact (800) 223-1130  
[topconhealthcare.com/myah](http://topconhealthcare.com/myah)



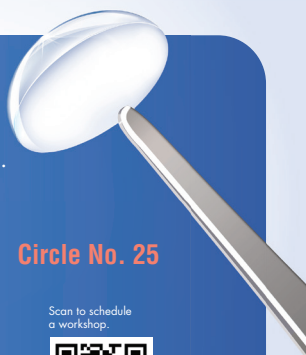
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### SOFT SHIELD® Collagen Shield

Indicated for ocular surface protection following surgery, injection, traumatic, and non-traumatic corneal conditions.

- Available dissolutions times: QS, 12 hour, 24 hour, 72 hour
- Thin, purified 14.5-mm diameter collagen shield

Learn more, call (844) 820-8940



Circle No. 25

Scan to schedule a workshop.



LIT-SS-AD1 Rev.0 1.2022

### 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

Contact (800) 223-1130  
[topconhealthcare.com/nw500](http://topconhealthcare.com/nw500)



Circle No. 26

### NEW Slit Knife RIB&R



FEATHER® MICRO FEATHER Ophthalmic Scalpel (Reusable)

- Lightweight, aluminum handle with textured grip for control
- Arrowhead-shaped curved edge with both sides of the knife thinly grinded for improved operability
- Ultra sharp

Learn more, call (844) 820-8940



Circle No. 27



Scan to schedule a workshop.



UTF-AD1 Rev.0 1.2022

### MAESTRO2

ROBOTIC OCT + FUNDUS CAMERA

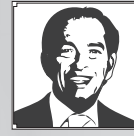
Affordable and Easy-to-Use OCT

- 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

Contact (800) 223-1130  
[topconhealthcare.com/OCT](http://topconhealthcare.com/OCT)



Circle No. 28



THE RICK BAY FOUNDATION  
*for Excellence in Eyecare Education*

**Support the Education  
of Future Healthcare &  
Eyecare Professionals**

# THE RICK BAY FOUNDATION

*for Excellence in Eyecare Education*

Scholarships are awarded to advance the education of students in both **Optometry** and **Ophthalmology**, and are chosen by their school based on qualities that embody Rick's commitment to the profession, including integrity, compassion, partnership and dedication to the greater good.

**INTERESTED IN BEING  
A PARTNER WITH US?**

[www.rickbayfoundation.org](http://www.rickbayfoundation.org)

*(Contributions are tax-deductible in accordance  
with section 170 of the Internal Revenue Code.)*

## **ABOUT RICK**

Rick Bay served as the publisher of *The Review Group* for more than 20 years.

To those who worked for him, he was a leader whose essence was based in a fierce and boundless loyalty.

To those in the industry and the professions he served, he will be remembered for his unique array of skills and for his dedication to exceeding the expectations of his customers, making many of them fast friends.



*(The Rick Bay Foundation for Excellence in Eyecare Education is a nonprofit, tax-exempt organization under section 501(c)(3) of the Internal Revenue Code.)*

# OPHTHALMIC 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



Circle No. 29



## 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



CONSOLE



CHART SCREEN: VISION-C 600



Circle No. 30



## 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



Circle No. 31



## LIGHT THERAPY AND DIGITAL IMAGING

> Powerhouse with both OPE IPL and LM LLLT

- 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)
- Optimal, non-invasive treatment of inflammatory conditions in the facial area, including the periorbital area.
- Durable stainless steel body with an upgradable operating system
- Safe for most skin types on the Fitzpatrick scale
- Low cost per patient and fast ROI



me-check®



epi-c plus®



equinox®



Circle No. 32



## EXPERT MYOPIA CARE MYOPIA EXPERT 700 | SOFTWARE

> 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.
- Myopia Care Digital Solution - Effective and proactive myopia management for early detection and long-term monitoring



Circle No. 33



## PTS 925 and PTS 2000 AUTOMATED PERIMETERS

> Modern diagnostic instruments for precise and fast-testing visual fields

- 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



Circle No. 34



A PUBLICATION BY REVIEW OF OPHTHALMOLOGY

# RETINA SPECIALIST



## KEEP UP WITH CUTTING-EDGE SCIENCE IN RETINA

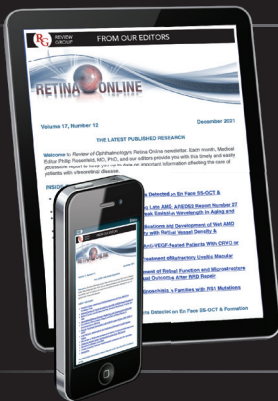
Retina Specialist focuses on the latest advances in the diagnosis, medical management and surgical treatment of diseases of the retina, along with practical, real-world advice from leading clinicians and other experts on managing the successful retina practice.

### Watch for issues in:

- JANUARY/FEBRUARY
- MARCH/APRIL
- MAY/JUNE
- JULY/AUGUST
- SEPTEMBER/OCTOBER
- NOVEMBER/DECEMBER

### WEBSITE

RETINA-SPECIALIST.COM



## RETINA ONLINE

Each month, Medical Editor Philip Rosenfeld, MD, PhD, and our editors provide you with this timely and easily accessible report to keep you up to date on important information affecting the care of patients with vitreoretinal disease.



### FOR INQUIRIES CONTACT

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# OPHTHALMIC



## Product Guide

**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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**Circle No. 36**

**Quality you can rely on**

 [keelerusa.com](http://keelerusa.com)

**Circle No. 37**

# OPEN YOUR EYES to Bruder®

A proven leader in eye care, recognized for the **#1 doctor recommended moist heat eye compress**, Bruder Healthcare designs and markets therapeutic and ophthalmic medical products to professionals and consumers around the world.

Bruder Healthcare.  
A Division of Hilco Vision.



**HYGIENE**



**HEAT**



**HYDRATION**



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**Vantage Plus**

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

**Circle No. 38**

# RETeval®

ERG SIMPLIFIED

## THINK YOU KNOW ERG?

*Think again*

- Objective results
- Simplified interpretation
- Shorter test time

**Circle No. 39**



 **LEARN MORE AT LKC.COM**







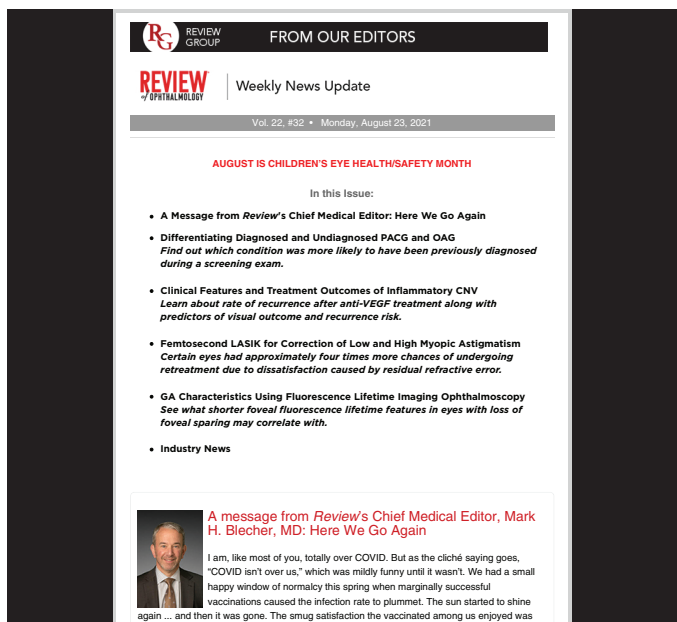
**4Sight**

- Built-in software
- Intuitive user interface for a smooth learning curve
- Easily switch between a-scan, b-scan, UBM and pachymeter probes

**Circle No. 40**



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### REVIEW OF OPHTHALMOLOGY WEEKLY NEWS UPDATE:

**Reaches 9,000 MDs weekly**

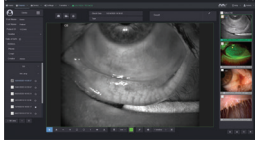
**Content:** Clinical information & Industry news

**Metrics:** 21.5% average opens

# OPHTHALMIC Product Guide

## MEDIWORKS FIREFLY DIGITAL SLIT LAMP FROM EYEFFICIENT

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



Circle No. 41



www.eyefficient.com

## MEDIWORKS SLIT LAMPS FROM EYEFFICIENT

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



Circle No. 42



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www.eyefficient.com

Eyefficient ▲ 800-417-8136  
www.eyefficient.com

## CORONET®



### Trephines for Cornea Graft Surgery

#### KEY PRODUCT FEATURES:

- ✓ Fully patented blade technology
- ✓ Consistent and reliable dual bevel sharpness achieves a vertical cut (donor button & recipient) with minimal tissue compression
- ✓ Vertically matched corneas for wound apposition and tectonic strength (donor button to recipient)
- ✓ Made in the UK



**CORONET®**  
DONOR PUNCHES,  
GRAFT INSERTERS & RECIPIENT  
TREPHINES FOR  
PK DALK DSAEK & DMEK

Circle No. 43

innoviamedical.com/coronet

## TRP Natural Eyes



### NATURE IS OUR BEST INGREDIENT

TRP's Natural Eyes™ satisfies our customers' search for Natural Eye Care. Natural Eyes™ uses what nature provides to help your eyes Stay Healthy, Naturally\*. Say goodbye to harsh chemicals and hello to refreshed, clear, and comfortable eyes with Natural Eyes™ the Natural Choice.

Coupons • Samples • Store Locator • Product Information

888-969-6855 | THERELIEFPRODUCTS.COM/HP

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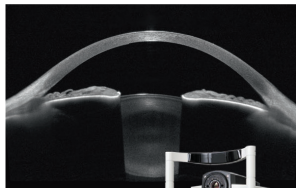
Circle No. 44

\* FDA Disclaimer: Claims based on traditional homeopathic practice, not accepted medical evidence. Not FDA evaluated. Individual results may vary.



## ANTERION® Imaging App ~ Now Available in the U.S.

ANTERION is a swept-source OCT that delivers high-resolution visualization of the entire anterior segment.



Circle No. 45

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ENGINEERING**

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