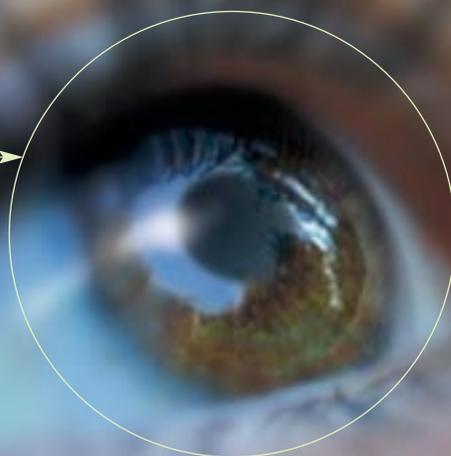


C I B A V i s i o n

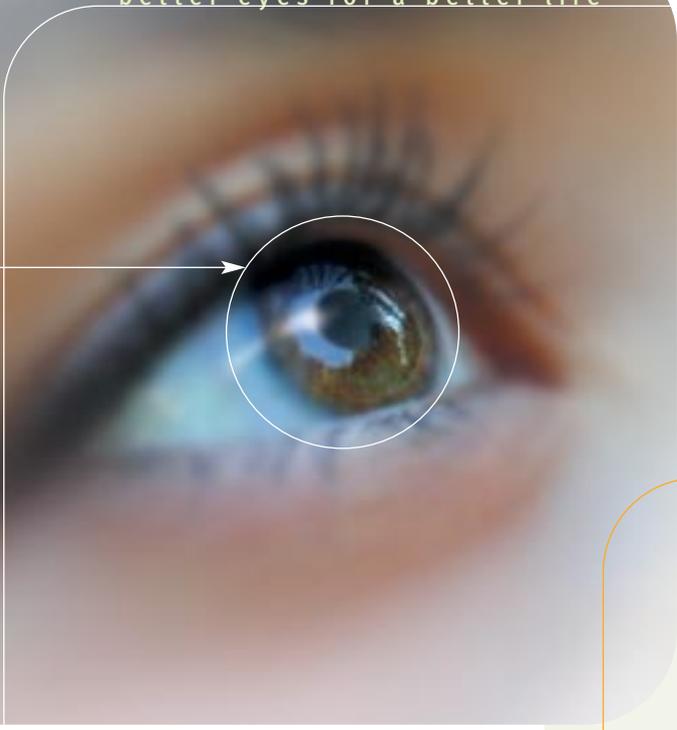
better eyes

for a better life



C I B A V i s i o n

better eyes for a better life



After more than 30 years of service with affiliated Novartis Corporation companies, including 13 years as chief executive officer (CEO) of CIBA Vision, Dr. C. Glen Bradley retired from CIBA Vision. Joseph Mallof, who most recently was president Asia-Pacific for S.C. Johnson and Son, a global manufacturer of consumer products, became CEO on Nov. 1, 2002.

For more information on CIBA Vision's products, culture and organization, please visit our Web site at www.cibavision.com.

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Editor's Note: Product names and availability vary by country. The products discussed are just a few of the many products available globally. The product overview is provided for your convenience but is not intended to provide complete information, including indications and instructions for use, specific to the products available in your country.

Please consult your eye care professional for questions regarding your eye care needs. If you are an eye care professional, please contact your local CIBA Vision representative for the latest product information specific to your country.

WORLDWIDE HEADQUARTERS

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Duluth, GA 30097-1556
www.cibavision.com

5 Five senses.

All precious.

We're focused on one.

C I B A

V i s i o n :

A n O v e r v i e w

At CIBA Vision, all our efforts are focused on providing you better eyes for a better life.

With that in mind, we visualize the future. We visualize a future where the more than three billion people who live with low vision or who are visually impaired, see the future with us. A future where those who need vision correction, see more clearly. A future where those whose lives are unnecessarily impacted by their visual impairment, have more freedom.

We also visualize a future of fun — where brown eyes can be blue, blue can be green, solemn can be wild and every day can be glamorous or playful.



CIBA Vision Worldwide Headquarters, Atlanta, GA.

**Through collaborative
efforts with renowned
research facilities
around the world,
we explore new
materials and devices
that continue to yield
eye care breakthroughs.**

With worldwide headquarters in Atlanta, CIBA Vision is a global leader in the research, development and manufacturing of optical and ophthalmic products and services, including contact lenses and lens care products. We provide options that fit the lifestyles, preferences and needs of people in more than 70 countries around the world. Through ongoing and often radical innovation, we find lasting solutions to today's eye care needs and tomorrow's demands.

In CIBA Vision research centers in Europe and the United States and through collaborative efforts with renowned research facilities around the world, we explore new materials and devices that continue to yield eye care breakthroughs. Each day, our more than 6,500 employees focus on our shared purpose: to give you better eyes for a better life.

According to Professor Brien A. Holden, Ph.D., Director of the Cooperative Research Centre for Eye Research and Technology (CERCERT) in Sydney, Australia, by the year 2020, 5.3 billion people, approximately 70 percent of the world's population, will require vision correction. This, Holden says, is due to both an extremely rapid increase in the prevalence of myopia (nearsightedness) as well as a remarkable increase in the need for vision correction for reading due to the aging of the world's population.

b e t t e r e y e s

f o r a b e t t e r l i f e

We are ready. As a global leader in the eye care industry, CIBA Vision combines innovative thinking with leading-edge processes, dedicated professionals and technological expertise to provide a wide variety of vision correction and ocular health solutions.

We also realize that innovation abounds throughout the entire scientific and development field. And we believe it is important for us to investigate and explore the work of our colleagues throughout the industry and where possible, build partnerships to bring these technologies and solutions to those who need them.

The result? Contact lenses, lens care and ophthalmic products focused on your needs. From fun to essential, disposable to permanent, new eye colors to new eye treatments — CIBA Vision offers solutions to your vision needs.

We thank you for your interest and trust in CIBA Vision and extend our gratitude for choosing our products.

We believe it is important for us to investigate and explore the work of our colleagues throughout the industry and where possible, build partnerships to bring these technologies and solutions to those who need them.

Why CIBA Vision?

our values

- Consumers and customers are our lifeblood.
- We treat our company as our own — entrepreneurial spirit drives our success.
- We thrive on innovation.
- We help each other succeed.
- We focus on action, initiative, speed and simplicity.
- Our diverse cultural mix gives us a competitive edge.
- Faced with ethical issues, we do the right thing.



Tony Bainbridge, General Manager, CIBA Vision France

Yes, it is about the products. We provide excellent products not available from any other vision care company. But it's not just the products. It's the people behind the development, production and support of the products to which you entrust one of your most precious senses, your vision. That is the difference. *They* are the difference.

We Believe in Our People

Culture
and attitude
are key to
our success.

We are the sum of the actions of the individuals who comprise our company. And these are individuals who work and stay with CIBA Vision because of an environment that fosters creativity, empowerment and an attitude that is more friend or family than fiscal — focused on more than just the bottom-line. Like any family we must be fiscally responsible, but we believe we can be more.

Our employees are key to our success.

Their personal values and behaviors translate to entrepreneurial team players — people who work hard with mutual respect, trust and candor. This means that we treat each other with respect, support each other's efforts and work at delivering superior results. We want our employees to take pride in working at CIBA Vision and to have fun doing so.

This creates an atmosphere of fairness and openness. Key to our future, and indeed key to providing innovative and quality products, is investing in these individuals who comprise our company. It is who we are, and it is why you can entrust us with your vision.

Karen Stewart, Business Operations



Diversity

Diversity is created by individuals and groups from a broad spectrum of demographic and philosophical differences. There is great strength in the diversity of our workforce.

For CIBA Vision, supporting diversity means we accept and value individual and group differences without prejudice in a climate of mutual respect and equity. We demand a climate of tolerance that appreciates the contributions of individuals from different backgrounds.

These are individuals you would want to work with — and they are the individuals to which you entrust your vision and who you count on to visualize the future of your vision needs.



Priya Janakiraman, O.D., Clinical Affairs

We demand a climate
of tolerance that
appreciates the
contributions of
individuals from
different backgrounds.

m i l e s t o n e s :

Established

CIBA Vision was established in 1980 by Ciba-Geigy. In 1996, Ciba-Geigy merged with Sandoz to form Novartis, and CIBA Vision became the Novartis eye care unit.

Acquired

In 2000, CIBA Vision acquired Wesley Jessen Vision Care, Inc., a leading developer and manufacturer of color contact lenses, for \$785 million. The addition of Wesley Jessen's assets include key patents for lenses that change or enhance eye color. These assets strongly complement CIBA Vision's range of contact lenses and strengthen our position as the world's second largest contact lens company and global leader of color contact lenses.

Focused

The realignment of the ophthalmic pharmaceuticals division from CIBA Vision to Novartis Pharmaceuticals and our decision to divest our ophthalmic surgical business, allow CIBA Vision to provide a more focused approach to vision correction. While our Surgical team has developed a portfolio of highly promising technologies, we believe the value of our Surgical products and technologies can be better realized by a company focused on maximizing their growth potential. This move will allow us to concentrate on our core businesses of lenses and lens care, while we continue development of our pipeline products.

Think
what's
possible.



As the eye care unit of Novartis AG, CIBA Vision benefits from the strengths and resources of one of the largest healthcare companies in the world. Novartis is a world leader in healthcare, with core businesses in pharmaceuticals, consumer health, infant and baby, eye care and animal health. Headquartered in Basel, Switzerland, Novartis companies employ approximately 77,000 people and operate in more than 140 countries around the world.

The name Novartis — derived from the Latin *novae artes*, which means new skills — reflects our commitment to innovative products that protect the health and well-being of the communities we serve.

Each year, the company invests billions of dollars in research and development activities. Researchers pursue new concepts in disease management and prevention, looking for better solutions to some of the world's toughest challenges with products that are more effective, convenient and safe.

Together, CIBA Vision and Novartis share a vision of developing products that bring new hope and improve the lives of people around the globe.



You may be familiar with Novartis products such as:

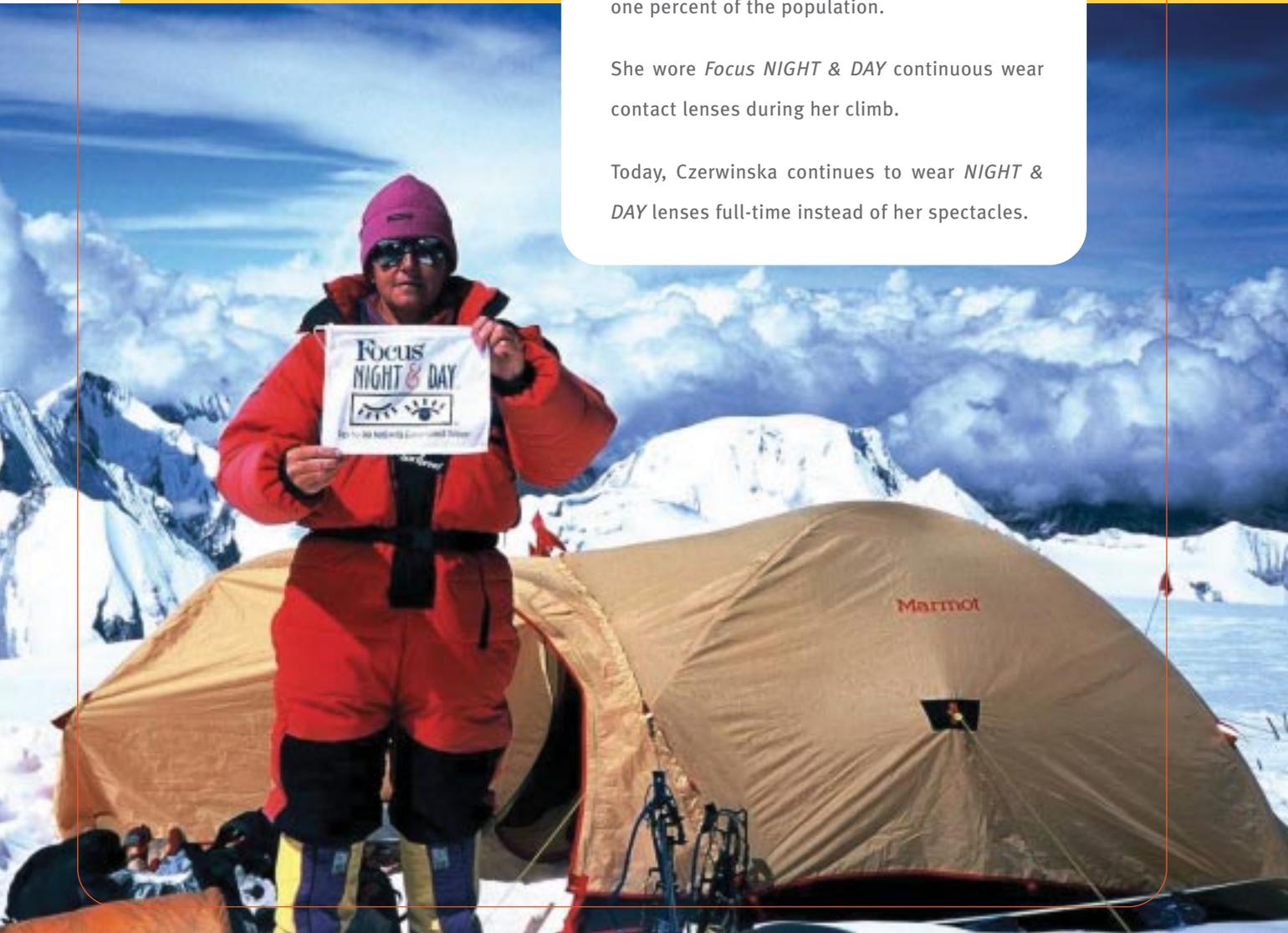


- **GLEEVEC™ / GLIVEC®** - an innovative and truly breakthrough treatment for chronic myeloid leukemia, giving hope to many cancer patients who suffer from this often fatal disease.
- **FEMARA®** - a first-line hormonal treatment for postmenopausal women with advanced or metastatic breast cancer, which has been proven to be more effective than the standard treatment.
- **DIOVAN®/ Co-DIOVAN** - One of Novartis' best selling drugs, which is used in cardiovascular disease to lower high blood pressure.
- **LAMISIL®** - Antifungal cream used in the treatment of fungal infections of the skin, nails and scalp, including treatment of the common problem of athlete's foot.
- **EX-LAX®** - an overnight laxative.
- **TRIAMINIC®** - provides cough, cold and allergy relief for children.
- **PROGRAM®and CAPSTAR™** - heartworm and flea control products for your pets.
- **GERBER® PRODUCTS COMPANY** - the family of infant and baby products you have known and trusted for more than 75 years.
- **VISUDYNE®** - developed by CIBA Vision and now part of Novartis Ophthalmics, VISUDYNE is a leading product for the treatment of the "wet form" of age-related macular degeneration (AMD).

Known for being the oldest woman to summit Mount Everest, 52-year-old Polish mountain climber Anna Czerwinska has reached the summit of six peaks above 26,000 feet. However, her trip up Cho Oyu, which straddles Tibet and Nepal, was the first time she climbed without her -12.00D spectacles to correct her vision. Anna's low vision is so rare it affects less than one percent of the population.

She wore *Focus NIGHT & DAY* continuous wear contact lenses during her climb.

Today, Czerwinska continues to wear *NIGHT & DAY* lenses full-time instead of her spectacles.



“I was very curious to see how they would function at such height and in such cold. NIGHT & DAY lenses helped me avoid worrying about my glasses getting foggy, lost or broken, which could dangerously impair my vision.”

– Anna Czerwinska, 52, mountain climber

Eye care professionals and consumers around the world increasingly demand high quality products that provide convenience, comfort, affordability and reliable, consistent performance — a perfect description, in fact, of CIBA Vision’s line of innovative contact lenses. With the broadest line of contact lenses in the industry, there is something for everyone.



Contact Lenses

30 Years for 30 Nights

The 30-year dream of contact lens researchers to find a material that can be worn safely and continuously for multiple days has been achieved with the advent of a new highly-oxygen-permeable contact lens material.

And it is one of CIBA Vision’s most innovative products available to contact lens wearers. *NIGHT & DAY* lenses are the first U.S. FDA approved high-oxygen transmissible soft contact lenses that can be worn for up to 30 continuous nights and days.¹

NIGHT & DAY lenses are made from lotrafilcon A, a silicone hydrogel material that supplies up to six times more oxygen to the eye (even during sleep) than ordinary soft contact lenses.



**“This material has
changed the contact lens
industry forever.”**

*– University of Texas
Southwestern Medical
School Professor of
Ophthalmology H. Dwight
Cavanagh, M.D., Ph.D.*

contact lenses



“Now I often use silicone hydrogel lenses as bandages even in minor injuries of the cornea.

The pain relief is tremendous and most patients can return to their normal activities which is not possible with a patch.”

– René Mély, M.D., an ophthalmologist in Saarlouis, Germany and Secretary General of the European Contact Lens Society of Ophthalmologists (ECLSO)

Eyes continue to breathe while wearing the lens because *NIGHT & DAY* lenses have the highest level of oxygen transmissibility (DK/t) — 40 percent more oxygen than the minimum threshold recognized by independent researchers for overnight wear of lenses. The unique, biocompatible properties of the lens also enable it to remain moist, move well on the eye and help minimize deposit buildup over time.

“Someday every contact lens patient will be wearing high Dk silicone hydrogel contact lenses,” said University of Texas Southwestern Medical School Professor of Ophthalmology H. Dwight Cavanagh, M.D., Ph.D. “It has opened up a new vista for contact lens wearers and is a very real competitor to laser surgery.”

NIGHT & DAY contact lenses have been worn by an estimated more than half a million people in more than 40 countries worldwide. Due to this increasingly strong demand for *NIGHT & DAY* lenses, CIBA Vision is investing millions of dollars to quintuple production capacity by 2004.

Relief in Sight

NIGHT & DAY contact lenses have also received approval from the FDA, Health Canada and the CE Mark (regulatory approval in the European Union) for therapeutic use as a bandage contact lens. *NIGHT & DAY* lenses are ideal for this use due to their high level of oxygen transmissibility. As a result, the lenses are now available to eye care professionals for use as a bandage in protecting the eye following eye surgery or trauma. The lens also helps relieve corneal lens pain and aids in corneal healing in the treatment of acute or chronic ocular diseases and their symptoms.

Since *NIGHT & DAY* lenses can be worn for up to 30 continuous nights and days, they are ideal for therapeutic use where minimal handling and one-time, disposable usage are preferred. This is especially true for patients who have difficulty inserting and removing contact lenses.

See How Good Your Eyes Can Feel

Focus DAILIES one-day disposable soft contact lenses help provide the clearest, most comfortable vision possible. Get first day comfort and first day clarity with *Focus DAILIES* every day. *Focus DAILIES* contain 20 percent more moisture than the leading brand of contacts, providing superior comfort you can feel from the moment you insert them.¹¹ And because you start each day with a fresh, clean pair of *Focus DAILIES*, then throw them away at the end of the day, irritating deposits won't have a chance to build up. Experience the premium clarity and premium comfort of *Focus DAILIES* for about \$1.00/ 1 € per day, and see how good your eyes can feel.

And if you suffer from seasonal allergies, *Focus DAILIES* lenses can provide you with the clearest, most comfortable vision possible, even during the allergy season.

“Many eye care professionals tell us how switching their contact lens patients who suffer from seasonal allergies to *Focus DAILIES* lenses, has provided a far more comfortable and longer contact lens wearing experience.”

— Richard E. Weisbarth,
O.D., F.A.A.O., Vice
President, North America
Professional Services for
CIBA Vision





CIBA Vision offers the world's first daily disposable contact lenses for presbyopia (the age-related loss of near vision), giving people an alternative to, and freedom from, the hassles of bifocals or reading glasses.

Bye-bye Bifocals

CIBA Vision also offers *Focus DAILIES Progressives* lenses, the world's first daily disposable contact lenses for presbyopia (the age-related loss of near vision), giving people an alternative to, and freedom from, the hassles of bifocals or reading glasses. Even if you've never worn contacts before, you should try the convenience these lenses offer.

Daily disposable — in a Toric

Focus DAILIES Toric is the first contact lens in the world to offer the benefits of daily disposable lenses to individuals with astigmatism. Astigmatism is caused by an irregular shape or curvature of the cornea (the clear tissue covering the eye) that may cause images to be distorted or blurred.

Many people with astigmatism think they can't wear contact lenses or have been told they need hard or gas permeable (GP) lenses, but current technology has solved that problem.

Focus DAILIES Toric lenses are soft, daily disposable lenses that provide excellent vision for those with astigmatism — and with the comfort, convenience and hygiene of wearing a fresh, new pair of lenses everyday.

Focus DAILIES, Focus DAILIES Progressives and *Focus DAILIES Toric* lenses are manufactured using CIBA Vision's state-of-the-art *Lightstream Technology*. This technology produces highly accurate and consistent contact lenses.

More Color, More Styles

CIBA Vision makes it easy to change, illuminate or enhance eye color, with or without vision correction, for dark and light eyes, and even if you have astigmatism. And our unique technology gives you the look of naturally beautiful eyes.

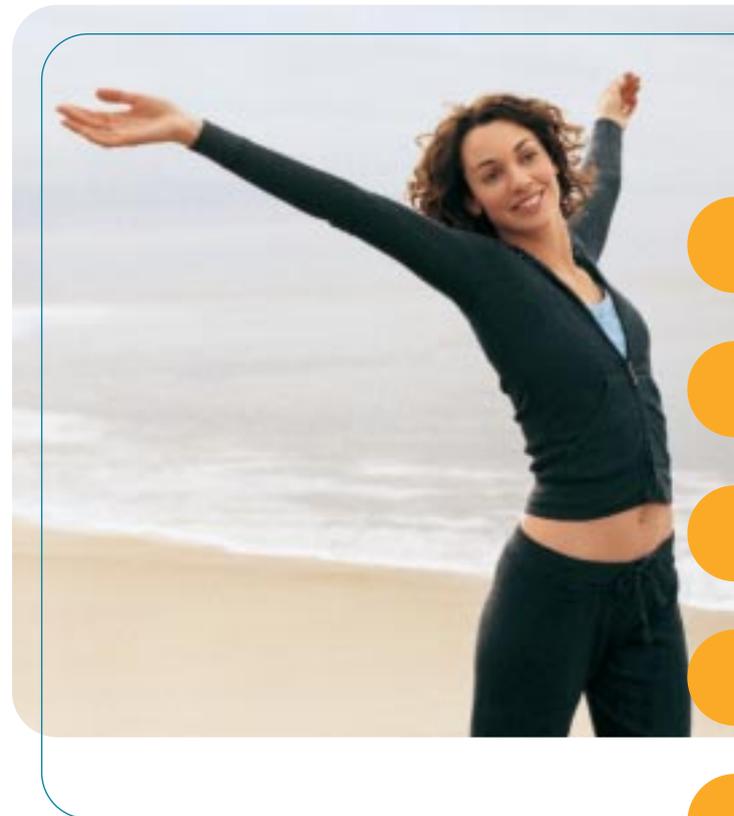
One of our more popular color lenses is *FreshLook ColorBlends*, which uses a special 3-in-1 color technology to create subtle, natural depths for dark eyes. A look so eye-catching they are setting off a new trend in Hollywood — many trend-setting celebrities are wearing these color tinted lenses to change their eye color for a callback, a scene or a night out. In addition, all our *FreshLook* lenses are made with a new manufacturing process that incorporates an ultra-violet (UV) absorber which helps provide protection from harmful UV rays.ⁱⁱⁱ

These lenses offer a fun, fast and affordable way to enhance your look.

CIBA Vision offers the widest variety of color and cosmetic lens styles — more than 80 combinations in all — of any color contact lens manufacturer.



**3-in-1
Color Technology**



Are you Radiant?

In keeping with the latest trend in cosmetics to add shimmer and shine to the body's most captivating features, *FreshLook Radiance* illuminating color contact lenses are the first contact lenses available that add beautiful pearlescent effects to both light and dark eyes.

Estel illuminated her brown eyes with FreshLook Radiance Autumn



FreshLook Radiance illuminates and brightens natural eye color without changing it, in four different effects. “Moonlight” adds a silver shimmer. “Eden” provides a glimmer of green. “Autumn” gives eyes a bronzy shine, and “Sunrise” adds a sparkle of gold.

The illuminating effects created by each of these lenses differ according to each person’s natural eye color, skin tone and hair color. So give them a try and see how they add to the beauty of your eyes.

Need Added Dimension?

There is nothing more beautiful than lively, bright eyes. *FreshLook Dimensions*, the new generation of color contact lenses, enhance and define eye color with an innovative outer starburst pattern on the lens that instantly gives eyes a bigger, brighter, younger — and completely natural — look. The new *FreshLook Dimensions* colors, Pacific Blue, Sea Green and Caribbean Aqua, are made especially for light eyes.

Do You Want More Attention?

When you crave a little excitement, take a step out of the ordinary and into the extraordinary with *WildEyes*. These lenses include a variety of 20 unique and eye-catching designs and colors to match your mood. New to the line are the zebra, jaguar and black-out designs.

“Between the latest **WildEyes designs and the X-colors, there is no need to promote them as only a seasonal lens,” said Amy Endo, master optician and patient outreach coordinator at the Aiea, Hawaii practice of Edwin Endo, O.D. & Associates.**



WildEyes designs: cat eye, alien, white-out, hypnotica, zoomin', wildfire, icefire, knockout, red hot, zebra, jaguar, black-out and X-Colors.



Alana Lufkin, who since age 10 has been wearing a CIBA Vision prosthetic lens to mask a congenital ocular deformity in her eye.

A Little Girl's Smile Says It All.

Special eyes deserve special attention. Restoring dignity and quality of life are worthy goals. The CIBA Vision Special Eyes Program creates lenses which are designed to help mask eye disfigurement in a natural way. Thanks to our advanced technology, the eye's normal appearance can be restored with specially manufactured color, soft contact lenses.

Available with or without vision correction, these made-to-order contact lenses are designed to simulate the patterns and colors of the natural eye.

"We fit a patient of ours in CIBA Vision Special Eyes lenses and he was able to wear them to his daughter's wedding," said Dr. Jeffrey Lozen of the Sault Vision Clinic. "Having worn an eye patch in the past, some people hardly even recognized him. He's been very pleased with his lenses, they've made a big difference in his life."

Just For You

CIBA Vision also offers a range of specialty lenses, which allow eye care professionals to fit almost every person interested or in need of contact lenses. The range of these products include gas permeable (GP) lenses and a great variety of soft lenses.

Whether you want to be subtle or dramatic, natural or expressive, change your eye color or enhance your eyes' natural beauty — and whether you want the freedom of continuous wear or the convenience of daily disposable lenses, we provide all that you are looking for in vision care.

Key Lens Brands:

Focus® DAILIES® • NIGHT & DAY® • FreshLook®

our broad spectrum of contact lens products includes:

CIBASOFT® - a comfortable lens with handling tint to provide easier handling for those new to contact lenses.

CIBASOFT® Progressives Toric - a toric multi-focal lens that provides presbyopic astigmatic patients with crisp, stable near vision without compromising distance vision.

CIBASOFT® Softcolors - available in several cosmetic colors to enhance the natural color of light eyes.

Choice A.B.™ - features a unique front-surface curvature and easy-to-handle design to help focus light at a common point, providing a sharper image.

CSI® - a long-favored lens by practitioners and patients featuring crisp visual correction, long-lasting comfort and excellent deposit resistance.

DuraSoft® - the family of DuraSoft conventional contact lenses includes a wide range of color, tinted and clear lenses. Virtually any prescription is available in the DuraSoft line.

Focus® DAILIES® - a daily disposable contact lens delivering exceptional convenience and superior comfort. Manufactured using our patented Lightstream Technology™.

Focus® DAILIES® Progressives - a convenient alternative to bifocals and the world's first daily disposable lens to correct presbyopia.

Focus® DAILIES® Toric - the world's first daily disposable lens to correct astigmatism.

Focus® 1-2 Week - comfort and value in a convenient 1-2 week disposable lens.

Focus® Monthly - comfort and value in a monthly disposable lens.

Focus® Progressives - a multi-focal lens for the correction of presbyopia.

Focus® Toric - a contact lens for the correction of astigmatism.

Focus SoftColors® - eye color enhancers, available in 1-2 week & monthly replacement lenses.

FreshLook ColorBlends® - changes the color of your eyes — even if they are brown — in natural-looking, beautiful hues.

FreshLook ColorBlends® Toric - changes the color of astigmatic eyes with the convenience of disposable lenses.

FreshLook Dimensions™ - enhances and defines light eyes with an outer starburst pattern on the lens, giving eyes a bigger, brighter, younger look.

FreshLook Radiance™ - adds beautiful pearlescent effects to both light and dark eyes to give sparkle and shine to a person's natural eye color.

Illusions® - adds natural-looking color to dark eyes — the iris pattern is embedded in the lens to produce a depth of color that is extraordinarily beautiful.

NIGHT & DAY® - a revolutionary, high-oxygen lens that can be worn for up to 30 nights and days continuously, even while you sleep. Also approved as a therapeutic bandage contact lens to protect the eye and relieve pain.

SoftPerm® - the lens that combines the vision correction ability of a standard lens with soft contact lens comfort.

Weicon® - the reliable choice for crisp visual acuity and comfort.

WildEyes® - novelty contact lenses in 20 different designs that get you out of the ordinary into looking extraordinary.

WildEyes® 2 Go - a new line of disposable lenses available in zebra, white out, red hot and knockout designs. These lenses are sold in two-packs and are available without vision correction for those with perfect vision.

X-Colors™ - strikingly un-natural, solid-colored contact lenses to show your team spirit or accent your outfit.

**This is a partial product listing. Product name, use, regimen and availability vary by country.*



The Solution

is in

the

Solution



Caring for your contact lenses has never been easier, more convenient and healthier for your eyes, thanks to CIBA Vision's full line of lens care products.

Clear, Clean Comfort

*AOSEPT Clear Care/AOSEPT Plus** represents a new category in lens care. This one bottle, no-rub, no-rinse** solution offers the proven effectiveness of peroxide without the added preservatives found in many all-in-one, or multipurpose solutions (MPS).

According to a published study, replacing an MPS solution, such as ReNu MultiPlus and OPTI-FREE Express with a solution such as *AOSEPT Clear Care/AOSEPT Plus* that doesn't contain the preservatives found in many MPS solutions — may increase the comfort of contact lenses.^{iv}

In addition, *AOSEPT Clear Care/AOSEPT Plus* was specially formulated as a no-rub, no-rinse** cleaning and disinfecting solution. It offers unsurpassed protein removal using a no-rub and no-rinse regimen compared with ReNu MultiPlus and OPTI-FREE EXPRESS with a rub and rinse.^v *AOSEPT Clear Care/AOSEPT Plus* is FDA approved to store contact lenses for up to 7-day storage following disinfection. The solution can also be used to clean, disinfect and store all soft contact lenses including continuous wear lenses such as *NIGHT & DAY* and gas permeable (GP) lenses.

lens care

*AOSEPT Clear Care is marketed as AOSEPT Plus outside the U.S. and Canada.

**Pre-rinse is required in the U.S. Please refer to the package information for complete instructions for use.

Need Flexibility?

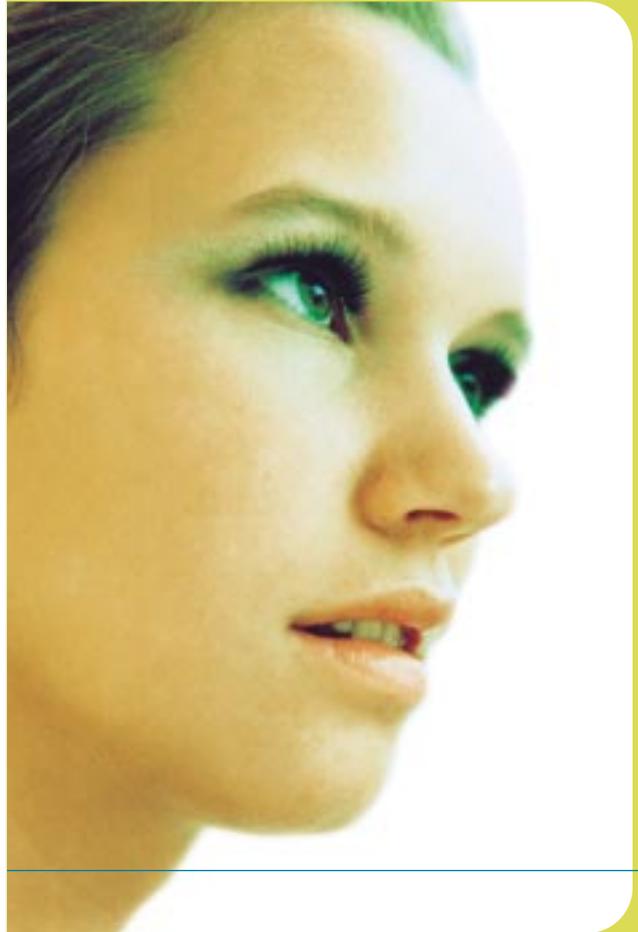
For patients who want effectiveness, convenience and flexibility in their lens care solutions CIBA Vision offers *SOLO-care PLUS/ Focus Plus*.^{*} This all-in-one, multipurpose solution can be used as a no-rub, no-rinse solution with a four-hour soak,^{**} or as a quick-clean regimen in which lenses are quickly rubbed and then soaked for five minutes.

In addition, *SOLO-care PLUS/Focus Plus* has been formulated with Aqualube/Aqualub, which retains lens moisture and minimizes protein deposits. Protein deposits are a normal component of tears and can build up on a lens over time.

Aqualube/Aqualub is a natural-based emulsifier that reduces build-up on contact lenses and makes remaining deposits easier to remove. Studies indicate that Aqualube/Aqualub is retained by the lens materials for hours after the lens has been reinserted into the eye.^{vi}



Studies also show that *SOLO-care PLUS/ Focus Plus*, without the rub step, removes more protein than other leading one-bottle solutions with rubbing.^{vii} For many people, using *SOLO-care PLUS/Focus Plus* may increase overall comfort and allow them to comfortably wear their lenses for a longer period of time.



“Our ongoing efforts to increase comfort and in-turn help contact lens patients gain longer wear time were the driving forces behind the development of SOLO-care PLUS,” said Helmer Schweizer, Optometrist, Head of International Professional and Marketing Services, CIBA Vision International.

^{*}This product is marketed as *Focus Plus* in the United Kingdom.

^{**}Pre-rinse and a six-hour soak required in the U.S. Please refer to the package information for complete instructions for use.



“Solo” at six weeks old.

The Guide Dog Foundation for the Blind, Inc. named a puppy after our popular SOLO-care brand of lens care solutions in honor of CIBA Vision’s support of the Foundation. Contributions are used for the breeding and training of guide dogs for people who are blind or visually impaired.

After completing formal training as a guide dog, “Solo” is now living in Chicago, Ill. with his new owner, Irean.



Why is No-Rub, No-Rinse a Big Deal?

Raise your hand if you have read the instructions on how to use your lens care product. Now raise your hand if you follow those instructions consistently. Ask your family or children the same question.

Now you know why we have developed lens care solutions that don’t require you to rub or rinse your contact lenses — most people do not follow the instructions for using their lens care.

AOSEPT Clear Care/AOSEPT Plus and SOLO-care PLUS/Focus Plus represent a major advance in lens care, one that meets both the need for effectiveness and the desire for convenience and comfort. By eliminating the need to rub and rinse lenses, you are more likely to get the care you need for your lenses.*

Special Care for Your Contact Lenses

FreshLook Care is specifically recommended for the protection of color lenses but of course, works for all contact lenses. FreshLook Care offers a flexible regimen of cleaning and disinfecting lenses in just 10 minutes and removes protein deposits in just four hours.

*AOSEPT Clear Care is marketed as AOSEPT Plus outside the U.S. and Canada. Pre-rinse is required for AOSEPT Clear Care/AOSEPT Plus and SOLO-care Plus in the U.S. Please refer to the package information for complete instructions for use.

Blink Your Dryness Away

The average person blinks about 12 times per minute. If you're awake for 16 hours, that's 11,520 blinks per day. Each time you blink, your natural tears spread a layer of moisture and lubrication over your eye.



Other Visionary Solutions

With the introduction of blink-activated *AQuify*, CIBA Vision has created an innovative lens drop that replicates the behavior of your natural tears to help provide long-lasting comfort. Unlike other lens drops on the market, *AQuify* stays on the eye longer, which means your contact lenses remain more comfortable and moist.^{viii}

What makes *AQuify* so unique is its special ingredient, sodium hyaluronate. With each blink of the eye, *AQuify* actually becomes more spreadable, bathing your eye in lubrication and moisture. Also, because *AQuify* has a naturally disappearing preservative, it can be used by those who are sensitive to preservatives.

Whether you choose one-bottle systems, peroxide-based systems, lens drops, cleaners or saline solutions, CIBA Vision provides highly effective lens care products that ensure comfort, performance and convenience.

The average person blinks about 12 times per minute. If you're awake for 16 hours, that's 11,520 blinks per day.



Key Lens Care Brands:

AOSEPT® • SOLO-care® • BLUESept™/BLUEVision™

our broad spectrum of lens care products includes:

AOSEPT® - a hydrogen peroxide-based lens care solution known as the gold standard in lens care.

AOSEPT® Clear Care™/ AOSEPT® Plus - the proven power of peroxide in a convenient, one bottle, no-rub/no-rinse solution. Approved for 7-day storage, and for all soft contact lenses including continuous wear lenses such as *NIGHT & DAY* and gas permeable (GP) contact lenses.

AQuify™ Long Lasting Comfort Drops - blink-activated lens drops with a naturally disappearing preservative. Packed as a multi-dose solution.

BLUEVision™ / BLUESept™ Disinfecting Solution - one-step hydrogen peroxide contact lens system that features a time-released neutralizing tablet with a natural, blue color indicator.

Focus Clerz® Lens Drops - for lubricating contact lenses and re-wetting dry eyes.

Focus® Lens Drops - uniquely formulated to allow tearflow and additional oxygen to your eye while also lubricating and rewetting soft, hard and gas permeable (GP) contact lenses.

MiraFlow® Extra Strength Daily Cleaner - effective, extra-strength contact lens surface cleaner for all soft and hard contact lenses. Preservative free and enzyme free.

Pure Eyes® Disinfecting System - a two-bottle, hydrogen peroxide system.

Quick Care® (InstaCare) Disinfecting System - a two-bottle, 5-minute disinfecting system.

SOLO-care AQUA™ - the latest generation of no-rub multipurpose lens care solution. Its unique HydroLock™ formulation includes Provitamin B5 to lock in moisture — giving you moist comfortable lenses all day.

SOLO-care® PLUS / Focus® Plus - all-in-one, multipurpose lens care solution with options for a 4-hour no-rub, no-rinse regimen or a 5-minute express regimen.

SOLO-care® Hard - simple and convenient one bottle lens care for gas permeable (GP) contact lenses. Disinfects in 10 minutes.

SoftWear® Saline - rinsing and storage solution for all contact lenses.

Titmus H2O2 Disinfecting System - hydrogen peroxide-based lens care system.

Unizyme® Enzymatic Cleaner - 10-minute protein removal tablet for use with all soft contact lenses.

10-10 Disinfecting System - a fast and effective two-step hydrogen peroxide lens care system. Complete care in 20 minutes.

**This is a partial product listing. Product name, use, regimen and availability vary by country.*



CIBA Vision is continually working to expand our product portfolio through our own dedicated research and development (R&D) resources as well as through the acquisition of new and innovative technologies.



Anna Johnson, Research and Development

Research & Development

Product development involves the creation of entirely new product offerings as well as line extensions of current products. The acquisition of Wesley Jessen in 2000 included several exciting technologies that we have incorporated into other contact lens products in our R&D product pipeline.

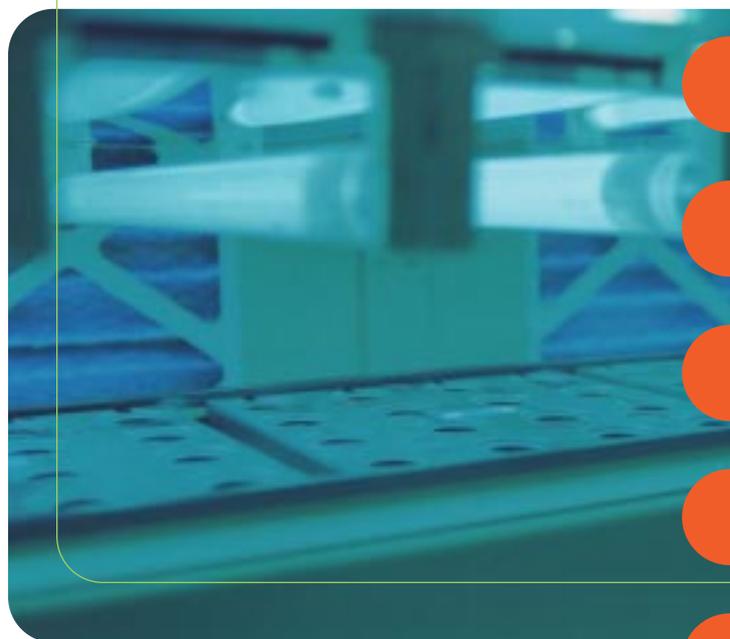
It is no secret that for contact lenses our key focus is in three areas: daily disposable contact lenses, continuous wear lenses and an ongoing expansion of our cosmetic and color lenses.

One of our goals with contact lenses is to continue our innovation through the ongoing development of advanced silicone hydrogel materials — the breakthrough material that allows a contact lens to be worn for up to 30 nights and days. In addition to advances in materials, new contact lens designs such as a multi-focal lens and new lenses to treat astigmatism, are key in our drive for innovation.

Visualizing

the

Future



Our researchers are backed by significant global Research and Development resources from both CIBA Vision and Novartis. Annually, Novartis invests approximately USD \$2.8 billion in R&D. Together, we will continue to explore and develop innovative approaches to address a variety of vision care needs.

We will also continue to expand our cosmetic contact lenses with more colors, more styles and more “effects” to give you lenses that meet your desire for a subtle change in your eye color, or your desire for a more noticeable effect. Our consumer and practitioner research tells us what you want so that we can design new and exciting color lenses that meet your needs.

In lens care, development focuses on making our lens care solutions even more convenient to use, while continuing to ensure the solutions provide the safety and cleaning power needed to protect the health of your eyes.

Our R&D organization is ready to support these market demands.



Christine Irrgang, Ph.D., Research and Development

Orawan Santanaporn and Siriporn Thaithumyanon participate in Community Partnership Day, Thailand Reforestation.



Our management philosophy? Doing good is sound strategy. We are part of the global community and we do everything we can to operate in a manner that is sustainable — economically, socially and environmentally. We will live by our values as we strive to achieve the ambitious targets we have set for ourselves.

Caring & Curing

Our corporate citizenship policy was developed in response to our commitment to the United Nations (UN) Global Compact, which was set forth by the Secretary General of the UN, Kofi Annan.

The UN Global Compact was enacted to counteract the negative effects of globalization by enacting nine core principles related to human rights, labor and the environment. We believe that adhering to our values and these principles is especially important in times of rapid change and globalization, as they provide guiding principles for our work everyday.

Corporate

Citizenship

Local school children get a first-hand look at a CIBA Vision Research and Development lab. Pictured are: Sandra Corti, Sr. Scientist with students Cashay Spann (left) and Jenna Landenberger (right).





Wherever possible, we incorporate renewable resources into our processes, while avoiding harmful environmental impact and waste generation.

Health, Safety and Environment

Our Health, Safety and Environmental program works to ensure the safety and health of our employees, the well-being of our neighbors and the wise, economical use of our resources.

We comply with all local and national safety, health and environmental laws, and then do more by applying our own exacting internal guidelines to our operations. Wherever possible, we incorporate renewable resources into our processes, while avoiding harmful environmental impact and waste generation.

Protecting the safety of our employees, our neighbors and the environment is an integral part of our operating responsibilities. We have systems in place to ensure our products and operations are safe and environmentally compatible from the research and development phase, through the production and distribution phase.



COMMUNITY: Hands, Hearts and Minds

CIBA Vision is committed to social responsibility as an integral part of the company's philosophy. By sharing our resources, we believe we can make a difference in the world, and give something back to the communities in which we live and work.

CIBA Vision contributes to many worthwhile causes globally. An example of the great pride that CIBA Vision and Novartis take in this commitment is Community Partnership Day, which is held annually on or near April 24th to commemorate the merger that created Novartis in 1996. Annually, the event unites CIBA Vision and all Novartis employees around the world in the common cause of helping their local communities, when on average 14,000 associates in 43 countries leave their workplaces to lend a hand in the community wherever they were needed.

In addition to Community Partnership Day, CIBA Vision associates around the globe invest thousands of volunteer hours each year to better their communities. From river clean-ups to reforestation projects, working with the visually impaired to delivering meals to the elderly, CIBA Vision's zeal for innovation and success goes beyond building our business to building our communities as well.

In some cases, monetary donations are also provided as support. Organizations or events that relate to vision and vision care are particularly near to our heart. These include The Guide Dog Foundation for the Blind,



CIBA Vision employees, Keith Franklin (above) and Jason Rock (inset) participate in Community Partnership Day.

“A blind person is a burden on the family. They require someone to take care of them, so in effect it takes two people out of the workforce.



By training the medical teams as we perform the surgeries, our hope is to eventually not be needed, where the local doctors are completely self-sustaining in their care.”

*— Dr. Geoffrey Tabin,
co-founder of the
Himalayan Cataract Project.*

Prevent Blindness, American Foundation for the Blind, The Center for Visually Impaired and Project Read, which works to provide recordings for the blind and dyslexic.

Almost one-half of the blindness in the world is caused by cataracts. Part of our community work includes donations of intraocular lenses (IOLs) for use during cataract surgery, to those in need. CIBA Vision has donated IOLs to worthy organizations around the globe.

An example of one of these worthy organizations is the Himalayan Cataract Project.

In developing Himalayan nations such as Tibet, Nepal and Bhutan, thousands of rural poor are blinded by cataracts. To these people, blindness becomes not just a disability but a threat to life itself. Everyone must work; social services simply don't exist. In such a society, blindness can be a death sentence.

The Himalayan Cataract Project is an organization dedicated to eradicating treatable blindness in the Himalayas. Due in part to CIBA Vision's donated intraocular lenses, the Project is able to provide cataract surgeries free of charge. While performing these surgeries, the main focus is teaching, not doing.

The Himalayan Cataract Project is just one of many worthwhile organizations to which CIBA Vision has donated IOLs valued at more than a million dollars. Success stories of this kind give real meaning to our work. They are living examples of what can be achieved if objectives are shared and commonly pursued.

5 Five senses.

All precious.

We're focused on one.

C I B A Vision :

We've talked about who we are and what we do. We've talked about our goals for ongoing innovation and our passion for our work. We've talked about how important it is to us, to make the world you see a better place. The only thing missing is you. Let us help you experience life's most precious moments as crisp, clear unforgettable images. Come visualize the future with us.

***i* NIGHT & DAY® (lotrafilcon A) Soft Contact Lenses for Extended Wear**

IMPORTANT:

The following basic information about contact lens wear and NIGHT & DAY lenses is provided for you by CIBA Vision. If you are interested in NIGHT & DAY lenses, please see a licensed eye care professional. Based on your individual needs, your eye care professional will determine if NIGHT & DAY lenses are right for you and how many days and nights you can wear them.

What are NIGHT & DAY Soft Contact Lenses?

NIGHT & DAY are soft contact lenses made of lotrafilcon A, a fluoro-silicone material that contains about 24% water. This new lens material provides a high level of oxygen to your eyes and has been surface treated to wet with your tears.

How are NIGHT & DAY Soft Contact Lenses used?

The lenses are worn on the cornea (front part of the eye) and used to correct vision by refocusing light rays onto the retina (back part of the eye). The lenses may be used to correct nearsightedness (myopia) or farsightedness (hyperopia). They may be prescribed for:

- Daily wear use – worn only while you are awake
- Extended wear use – worn while you are awake and asleep
 - They may be worn for up to 30 nights (one month) of continuous wear based on how your eyes respond to lens wear and your eye care professional's recommendation.

Can everyone wear NIGHT & DAY Soft Contact Lenses for 30 nights of continuous wear?

Not everyone can reach the maximum wear time of 30 continuous nights. During the U.S. clinical study, 1000 of the 1300 eyes dispensed completed the full year of lens wear, with 67% wearing the lens between 22 to 30 days. Your eye care professional may recommend a shorter wearing time depending on your individual needs, and you should always adhere to his or her recommendations. Once lenses are removed, your eyes should have a rest without lens wear for at least one overnight.

Who should not wear contact lenses?

You should not wear contacts if you:

- Have an eye infection or inflammation (redness & swelling).
- Have an eye disease, eye injury or dryness that interferes with contact lens wear.
- Have a systemic disease that may be affected by or impact lens wear.
- Have certain types of allergic conditions.
- Are using certain medications, such as some eye medications.

What are the risks of wearing contact lenses for extended wear?

While there are many benefits of wearing contacts, sometimes problems can occur and the risk of serious problems is greater when lenses are worn for extended wear. You should carefully discuss the benefits and risks of extended wear lenses with your eye care professional. There is an increased risk of developing a serious ocular infection, such as a corneal ulcer. A corneal ulcer may develop rapidly and cause eye pain, redness or blurry vision as it progresses. If left untreated, a scar, and in rare cases loss of vision, may result. In addition, studies have shown that smoking increases the risk of corneal ulcers for those who wear lenses overnight.

What are other possible side effects of extended wear contact lenses?

An inflammatory keratitis is another potential side effect. During the one-year U.S. study about 5% of the 1300 eyes experienced this type of side effect. Other less serious side effects were conjunctivitis and lid irritation or discomfort while wearing the lenses, including dryness of the eye and mild burning or stinging.

Are there times when you should not wear contact lenses?

Your eye care professional can tell you about situations or environmental conditions that may be inappropriate for contact lens wear. Some examples are:

- Exposing contact lenses to water during swimming or while in a hot tub may increase the risk of eye infection from microorganisms.
- Fumes, smoke or vapors should be avoided to reduce the chance of lens contamination.

How often do I replace the lenses and how do I care for them?

Lenses should be replaced every month, as recommended by the eye care professional. When removed from your eyes in between replacement times, they should be cleaned and disinfected with a chemical disinfection system (not heat), if not replaced with a new lens. The lenses are sold in multi-packs so replacements are at hand.

What are some important things to remember?

- While wearing contacts your eyes should look well, feel comfortable and vision should be clear.
 - If you have a problem, immediately remove your lenses and contact your eye care professional.
- Carefully follow your eye care professional's instructions for lens wear, care and replacement.
 - Never wear your lenses for longer periods than prescribed for you.
- See your eye care professional for follow-up care and periodic checkups.

What if I have other questions about NIGHT & DAY Soft Contact Lenses?

It is essential to see and talk with your eye care professional about your eye health and to obtain complete information about NIGHT & DAY lenses. If you have questions, discuss them with your eye care professional. If you want to read more about NIGHT & DAY Soft Contact Lenses, ask your eye care professional for the patient instruction booklet available from CIBA Vision or the package insert written for the eye care professional. For more information, call 1-800-875-3001. (in the U.S.), dial direct +1, 770-476-3937 or visit our website at www.cibavision.com.

NIGHT & DAY® is marketed by:
CIBA Vision® Corporation,
A Novartis Company
11460 Johns Creek Pkwy.
Duluth, GA 30097 USA
Original Print Date: September 2001

ii Data on file.

iii Warning: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed.

NOTE: Long term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-absorbing contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-absorbing contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

iv Data on file.

v Dillehay SM, McCarter HE, and the AOSEPT Clear Care Study Group. A Comparison of Multipurpose Care Systems. Contact Lens Spectrum 2002 (April); 17(4):30. ReNu Multiplus® is a registered trademark of Bausch & Lomb Inc. Opti-Free® is a registered trademark of Alcon Laboratories Inc.

vi Data on file.

vii Data on file.

viii Data on file.

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f o r a b e t t e r l i f e

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C I B A V i s i o n

better eyes

for a better life

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