

Bausch + Lomb introduces MEDIVISION contact lenses

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The only Contact Lenses to be exclusively available through Doctors



Bausch + Lomb, the global leader in contact lenses and lens care solutions recently announced the launch of MEDIVISION contact lenses – the first and only contact lens brand that is available exclusive through Hospitals and Ophthalmologists.

With MEDIVISION, Bausch + Lomb, a brand renowned world over for their history and quality, aims to provide a viable and effective option that can be the first step in the refractive journey of young patients before they are ready for refractive surgery.

MEDIVISION is primarily aimed at people who for various reasons either don't want or qualify for a LASIK surgery. For such people, MEDIVISION would offer natural vision and comfort. These monthly disposable contact lenses have been priced at Rs 1499.

Speaking about the launch Mr. Sanjay Bhutani, Managing Director, Bausch + Lomb India said, "Bausch + Lomb has always been at the forefront of bringing quality solutions to our consumers. With MEDIVISION we are aiming to bridge a gap faced by our consumers in their refractive journey, by providing them the experience of natural, uninhibited vision from the early stages of vision correction needs. We believe in helping our consumers to See Better Live Better and seeing the world naturally is a big part of that experience. With MEDIVISION, we are bringing the experience of natural vision to all patients."

With the launch of MEDIVISION, Bausch + Lomb has also introduced an exclusive education programme- MediQuest, for the hospitals and optometrists. The objective of this programme is to equip Eye Care Professionals to provide optimal level of care and advice related to Contact Lenses.

Bausch + Lomb would be collaborating with leading eye-care hospitals across the country to make MEDIVISION available for patients. Leading Ophthalmologists across these hospitals have expressed their faith in the product and would be recommending it to their patients.

