

# OUR MOST IMPORTANT SENSE

Sight is arguably our most important sense, and data shows that people describe losing their eyesight as potentially having the greatest impact on their day-to-day life.<sup>1</sup>

Seeing is one of the most complex functions our bodies perform. It requires the cooperation of many small and intricate parts. The human eye functions much like a digital camera. Both devices gather, focus, and transmit light through a lens to create an image of the surrounding environment.<sup>2</sup>

Did you know that your retinas receive your vision of the outside world as upside-down and your brain flips the image for you?<sup>3</sup>



## TOP 5 CAUSES OF VISUAL IMPAIRMENT

### UNCORRECTED REFRACTIVE ERRORS

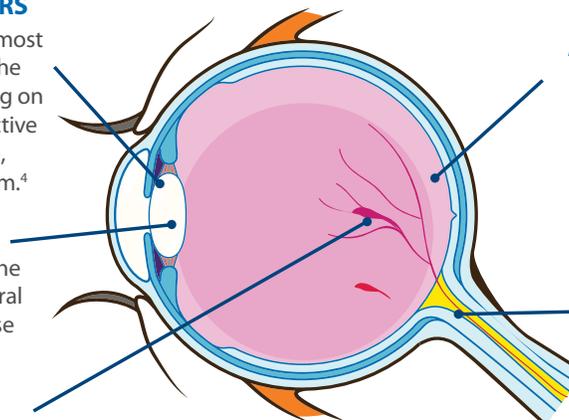
The most common vision problem and the most treatable. A refractive error occurs when the shape of the eye prevents light from focusing on the retina resulting in blurred vision. Refractive errors include myopia (nearsightedness), hyperopia (farsightedness) and astigmatism.<sup>4</sup>

### CATARACTS

A cloudy area that develops in the lens of the eye that affects vision, and occurs as a natural part of aging.<sup>5</sup> They are also the main cause of readily curable blindness.<sup>6</sup>

### DIABETIC RETINOPATHY

A condition that occurs when blood vessels in the retina change. Sometimes, these vessels swell and leak fluid or even close off completely.<sup>9</sup>



### AGE-RELATED MACULAR DEGENERATION

A common eye condition and a leading cause of vision loss among people aged 50 and older.<sup>7</sup> It causes damage to the macula, a small spot near the center of the retina responsible for sharp, central vision, allowing people to see objects straight ahead.<sup>8</sup>

### GLAUCOMA

A progressive eye disease that damages the optic nerve. Intraocular pressure slowly increases because of insufficient drainage of the aqueous fluid from the eye, with an associated gradual loss of peripheral vision.<sup>10</sup>

## VISUAL IMPAIRMENT AND EYE CARE AROUND THE WORLD

90% About **90% OF THE WORLD'S VISUALLY IMPAIRED** live in low income settings.<sup>15</sup>

285 MILLION PEOPLE are estimated to be visually impaired worldwide.<sup>12</sup>



80% Globally, **80% OF ALL VISUAL IMPAIRMENT** cases can be prevented or cured.<sup>13</sup>

82% of people living with blindness are aged 50 and above.<sup>14</sup>

# REIMAGINING EYE CARE

Alcon, the global leader in eye care, discovers new ways to enhance sight and improve people's lives. We have done this successfully for 70 years, through innovative products, partnerships with eye care professionals and programs that create greater access to quality eye care.

## WHAT WE DO

### LEAD IN INNOVATION

We work every day to identify and develop technologies that deliver better visual outcomes and address unmet patient needs. We're focused on continuously improving the options that exist today while also exploring new disease categories and treatment options.

### CREATE SUSTAINABLE ACCESS TO EYE CARE

Through our social responsibility and advocacy efforts, Alcon helps to create sustainable access to eye care for patients around the world, thereby reducing the incidence of preventable blindness and visual impairment. We work with organizations like Orbis, SEE International, Mercy Ships, Optometry Giving Sight and VisionSpring to help patients in remote areas of the world receive eye exams, much-needed surgeries and access to glasses, as well as help to train doctors and surgeons.

### SUPPORT EYE CARE PROFESSIONALS

Our products create possibilities, but it's the many talented and passionate eye care professionals around the world who turn those possibilities into realities. By investing in professional education, we help to advance the eye care industry and ultimately create better outcomes for patients and consumers.

## At A Glance



Awarded \$22 million in research grants in more than 35 years



Donated products to more than 400,000 patients in 80 countries in 2016



Operates more than 30 training centers around the world



Awarded \$58 million in Independent Medical Education (IME) grants since 2010

## EYE CARE ESSENTIALS



**Take care of your overall health.** A healthy diet can help your eye health. Did you know that exercise can also help by increasing circulation, which can lower pressure in the eyes?<sup>20</sup>



**Protect your eyes** by wearing sunglasses. When choosing sunglasses, look for UV-protection and make sure they block 99-100% of both UVA and UVB rays.<sup>17</sup>



**Eat well** to protect your eyesight. Studies have shown that antioxidants and nutrients including lutein, omega-3 fatty acids, and vitamins C and E are linked to a lower risk of common eye conditions.<sup>19</sup>



**Follow the 20-20-20 rule.** To help combat major eye strain from staring at your computer, simply rest your eyes every 20 minutes by looking 20 feet in front of you for 20 seconds.<sup>18</sup>

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