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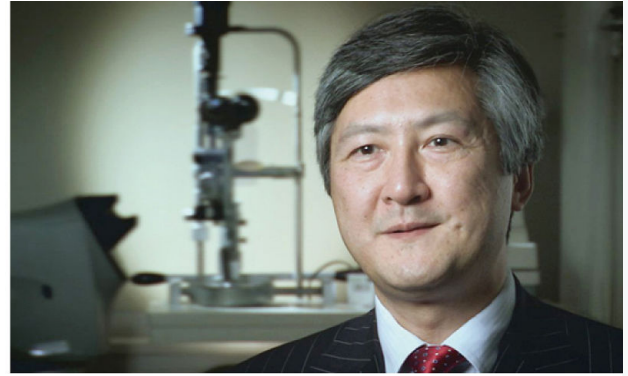
EuroEyes embraces Hong Kong - Clinic Opening a Huge Success



Hong Kong, 30 March 2023

Hong Kong has been through a difficult time and has yet to regain its full pre-Corona dynamism. That is why EuroEyes decision to open our flagship clinic and new headquarters on Russel Street was greeted with such a strong positive reaction from Hong Kong citizens. Our prominent location in the busiest shopping street of Hong Kong, our substantial investment in new technology through our partnership with Carl Zeiss, our determination to make available the highest quality medicine to the people of Hong Kong is much appreciated. But our embrace of Hong Kong in this time, where many others are flagging, our strong commitment in difficult times got a strong emotional response. This was evidenced in the huge number of visitors to our opening

event and in the ocean of flower wreaths (a Hong Kong tradition) delivered by our many well-wishers.



Left:

Mr Tony Chau (General Manager of Property Department, Early Light International Ltd.) and **Dr. Jørn Jørgensen** (Founder, CEO and Director of EuroEyes)

Right:

Professor Christopher Liu OBE PhD.

In attendance were not only our board members Dr. Jørn Jørgensen, Dr. Markus Braun, Prof. Dan Reinstein, Marcus Bracklo, Helmut Hennig and Philip Wright, but also Prof. Michael Knorz, our Chief Medical Officer for Asia and Sir Prof. Christopher Liu, who has recently joined our medical advisory board and will be a key member of our team of surgeons in Hong Kong. For Liu it is also a very emotional engagement. He was born and raised in Hong Kong but his career as a surgeon has been principally in the UK, where he was awarded a knighthood for his contributions to ophthalmic surgery. His collaboration with EuroEyes will enable him to return to his home in Hong Kong, where he is also a visiting Professor at the University of Hong Kong. We also received many prominent well-wishers including representatives of the Hong Kong medical and business community as well as the press corps. Our special guests included Thomas Frinzi, CEO of Staar Surgical, Maximilian Foerst, CEO of Carl Zeiss Shanghai and Hans Michael Jebsen Chairman of the Jebsen Group. The speeches by Dr. Jørgensen, Prof. Knorz, Prof. Reinstein and Prof. Liu were well received and the event has showcased our capability and really accelerated our integration into the Hong Kong community. Special thanks are to Michael Zhang, Jessica Xu, Rosenna Ho, Cathy Wu and the new EuroEyes Hong Kong team for getting the clinic set up in record time and creating such a successful opening event.

<https://www.scmp.com/business/...>

Euroeyes Hong Kong performed first Eye Operations in Russel Street!

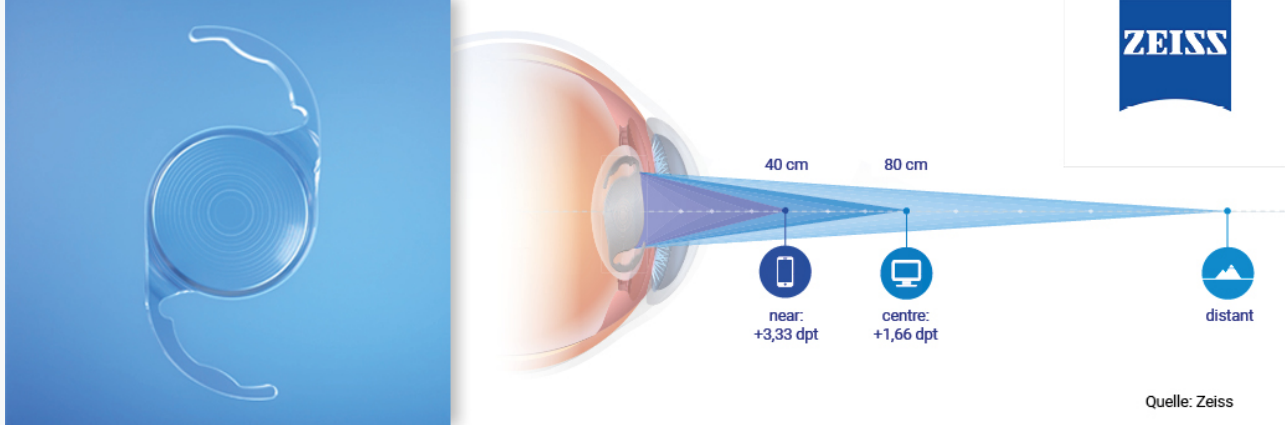


Great news! On December 11th EuroEyes Hong Kong has successfully performed its first eye operations at its new flagship clinic on Russel Street. CEO and Chairman Dr. Joergensen expressed his happiness and gratitude towards the staff and management for their hard work in setting up the clinic and delivering EuroEyes' eye operation and services to the people of Hong Kong.

EuroEyes offers a wide range of services including LASIK, SMILE, ICL operations, and treatment of presbyopia by Presbyond and trifocal lenses.



[Read more](#)



New IOL trifocal Lens

EuroEyes has been successfully using the Zeiss AT LISA trifocal lens for 10 years, enabling thousands of patients to become independent from spectacle lenses. This lens has set standards in terms of image quality and focal lengths and challenged the competitors' willingness to develop. Zeiss has also consistently pushed forward its research, so that the new Zeiss AT Elana lens was presented at this year's meeting of European cataract and refractive surgeons in Vienna.

It is the logical further development of the AT LISA tri lens and has been further improved in key points:

- 1.** The material of the Zeiss AT Elana is now mainly made of hydrophobic acrylate and has even better biocompatibility.
- 2.** In addition, the lens has a new haptics that makes the lens position less sensitive to shrinkage processes in the capsular bag.
- 3.** Ultimately, the lens optics score points with their optimized material and back surface design and thus a significantly reduced posterior capsule opacification rate.

We expect that this lens will be the consistent further development of the AT LISA in terms of safety and efficiency and will set new standards as Elana. The lens is currently undergoing statistical evaluation after a test phase in order to develop the optimal calculation values for our setup.

[More Informations](#)

**EuroEyes was awarded for implanting
more than 38,000 trifocal lenses**



Dr. Jørgensen and Maximilian Foerst, CEO, Carl Zeiss

Hong Kong, November 11, 2023

During the opening of EuroEyes' flagship clinic in Hong Kong, Dr. Jørgensen was awarded the Zeiss certificate.

EuroEyes, as the leading refractive surgery clinic group in Europe and Asia, has implanted the most [ZEISS trifocal lenses](#) worldwide for 7 consecutive years since 2016. With these [trifocal lenses](#), our patients can once again see clearly at all distances (near, medium and far) and thus free themselves from glasses or contact lenses for the rest of their lives. ZEISS trifocal lenses offer the best quality and safety for our patients who want a permanent solution to their [presbyopia](#). EuroEyes is proud to work closely with ZEISS to give people a new, better outlook on life.

Glasses-free thanks to trifocal/multifocal lenses:

The use of trifocal/multifocal lenses is a first-class method of correcting [presbyopia](#) or [cataracts](#) and allows you to live a life free of glasses. You can feel safe with us: EuroEyes has performed the most implantations with ZEISS trifocal lenses worldwide for years! It goes without saying that we only use premium lenses and the latest laser technology. No more reading glasses and varifocals!

**Celebrating 25 years of ICL lens
implantation in Hong Kong on
November 11th, 2023, marks a
significant milestone for Dr. Jørgensen
and Euroeyes**



Staar Surgical CEO Tom Frinzi presents Dr Jørgensen with the award

EuroEyes has been implanting ICL lenses - the implantable contact lens - for 25 years. On the occasion of the opening of the new EuroEyes clinic in Hong Kong, Staar Surgical CEO Tom Frinzi presented Dr Jørgensen on 11 November 2023, the award for 25 years of experience in ICL lens implantation, which is an important milestone for Dr. Jørgensen and EuroEyes.

Their extensive experience sets a global standard for ICL implantation. EuroEyes and the Dr. Jørgensen, the head of the clinic group, have the longest experience in the field of ICL implantation. We are happy and proud of this long and very good co-operation with Staar Surgical.

Channel Marketing

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Since the beginning of the year, EuroEyes has been running its first social media campaigns in London, Germany and Hong Kong. It all started when Dr Joergensen met Yusuf and his team in London to discuss the possibility of creating LEC London's first TikTok channel. Since then, we have been shooting videos about the different types of operations and patient stories on an almost daily basis. In the summer of this year, we even created our first 'viral' video, which received over 12 million views in a matter of hours! From there, we expanded our video content to other channels such as Instagram and Facebook, and to other countries such as Germany and China.

We tried to document important events such as the opening of our new flagship clinic in Hong Kong and in London to give patients and EuroEyes staff alike an insight into our different clinics around the world. With Tiktok being one of the most visited search engines in the world, we wanted to give people an accessible way to learn more about laser vision correction and lens replacement in a more entertaining way. To educate in a more entertaining way about the different options and techniques for a life without glasses and reading glasses.

In this respect: If you want to find out more, be sure to visit our LEC London and EuroEyes TikTok channel. And don't forget to like and subscribe.

LEC TikTok

Katarina Witt



The two-time Olympic champion and four-time world champion Witt is considered one of the greatest figure skaters of all time. Katarina Witt had a trifocal lens operation at EuroEyes Hamburg and can now dance across the ice without visual aids for the rest of her life.



We wish you a
Merry Christmas
and a
Happy New Year!

Stay tuned



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Editorial Office

You can reach us here:

marketing@euroeyes.de

Editorial Management: Dr. Jørn Jørgensen, founder of EuroEyes

Text: Dr. Jørgensen, PD Dr. Lerche, K. Weber, C. Lorenz, J. Salamon

EuroEyes Deutschland Holding GmbH & Co. KG

Valentinskamp 90 | 20355 Hamburg | Germany

Managing Director: Dr. med. Jørn S. Jørgensen
Amtsgericht Hamburg HRA 124184
USt-ID: DE320103260

General partner:

EuroEyes Deutschland Verwaltung GmbH
Amtsgericht Hamburg HRB 155851

Managing director:

Dr. med. Jørn S. Jørgensen | Dr. Markus Braun
Phone: +49 40 8664 887-0

www.euroeyes.com | [Privacy](#) | [Imprint](#)

0800 1711 1711
service@euroeyes.de

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