

**WANT TO
SATISFY MORE
CONTACT LENS
WEARERS?**



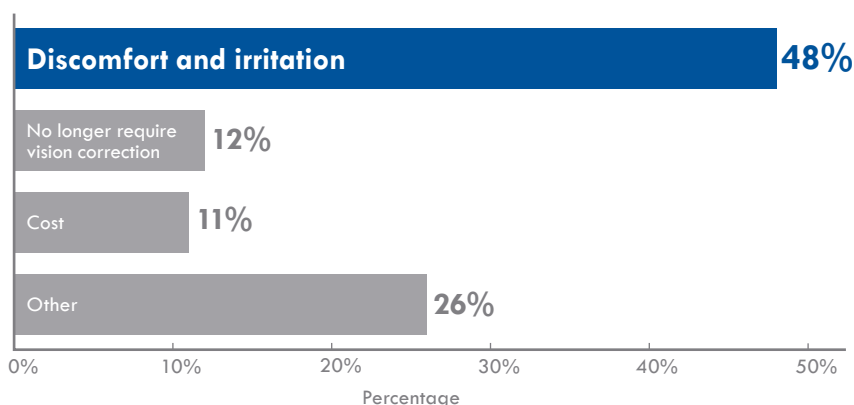
**AIR
OPTIX**
breathable contact lenses*
brand contact lenses

**AIR OPTIX®—the only family of contact lenses
with TriComfort™ Technology—for satisfied,
loyal wearers who will help your business grow.**

THE CHALLENGE

Each year, 12% of contact lens wearers drop out¹—meaning a loss of revenue and customer needs going unmet.

Main reasons for contact lens dropout:



The main reason why wearers drop out of contact lenses is discomfort and irritation. Customers who are uncomfortable in their contact lenses are not satisfied and unsatisfied customers do not build customer loyalty.

THE SOLUTION

AIR OPTIX®—the only family of silicone hydrogel contact lenses with unique **TriComfort™ Technology**.

Only AIR OPTIX® brand contact lenses have unique **TriComfort™ Technology** for a healthy, natural feeling and comfort all day, every day, until the end of the wearing period.

AIR OPTIX® contact lenses' **TriComfort™ Technology** allows you to create very high satisfaction levels amongst contact lens wearers²—helping you reduce the risk of dropouts.



THE TECHNOLOGY

Unique TriComfort™ Technology combines **high oxygen transmissibility*, moisture retention and superior deposit resistance³** all in one contact lens.



Breathable*

- The AIR OPTIX® family of contact lenses is produced from unique materials with high oxygen transmissibility to allow up to 5x more oxygen through the lens than traditional soft contact lenses.⁴

Benefit: White, healthy-looking eyes.**



Retains Moisture

- The material of AIR OPTIX® contact lenses has been engineered to incorporate hydrophilic or “water loving” elements in the contact lens matrix to minimize the rate of lens dehydration.

Benefit: Comfort all day long.**



Resists Deposits

- AIR OPTIX® contact lenses undergo a proprietary plasma surface-treatment—resulting in a smooth surface with superior deposit resistance,³ preventing lipid adherence.
- The plasma treatment makes the AIR OPTIX® contact lens surface hydrophilic for superior wettability,⁵ which delivers a comfortable lens wearing experience all day long.

Benefit: Crisp, clear vision and comfortable lens wear.**

THE PROOF

AIR OPTIX® brand contact lenses with TriComfort™ Technology **guarantee high wearer satisfaction levels!**

Results of a market survey of 433 AIR OPTIX® brand contact lens wearers show very high satisfaction levels¹.



94%

of AIR OPTIX® brand contact lens wearers say they are **satisfied** with their contact lenses¹



91%

say their contact lenses feel **natural on their eyes**¹

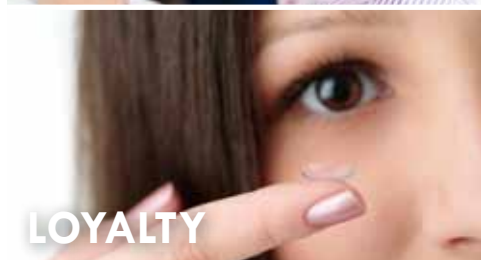
85%

say their contact lenses feel **comfortable all day long** and 8 out of 10 say the lenses still feel comfortable **at the end of the wearing period**¹



91%

say their contact lenses provide **crisp, clear vision** all day long¹



90%

say they will **continue to use them** in the future¹



86%

say they would **recommend** them to a friend¹

Satisfied customers are loyal customers—bringing referrals and increased profit to your business.

AIR OPTIX® FAMILY OF BREATHABLE CONTACT LENSES

A wide range for virtually all types of wearers.



AIR OPTIX® AQUA

- Up to 5 times more oxygen⁴ through the lens than traditional hydrogel contact lenses for white, healthy-looking eyes
- The proprietary lens material helps to retain moisture for comfort all day, every day, for the whole wearing period
- Superior deposit resistance for clean lenses contributing to crisp, clear vision⁶
- For myopes and hyperopes +6.00 to -10.00 D / 14.2 mm diameter / 8.6 mm base curve



AIR OPTIX® AQUA MULTIFOCAL

- With Precision Profile Design for smooth transition between near, intermediate and far zones and crisp clear vision at all distances
- 3 ADD powers: low, medium and high to fit presbyopes sooner and smoothly transition them through the different stages of presbyopia
- Contains a unique moisture agent adding more comfort⁷: ideal for presbyopic eyes that might suffer from more dryness
- For presbyopes +6.00 to -10.00 D / 14.2 mm diameter / 8.6 mm base curve and 3 ADD powers



AIR OPTIX® for ASTIGMATISM

- With Precision Balance 8 | 4™ design for exceptional stability, predictability and visual acuity
- 4,104 parameter combinations to choose from and satisfy nearly all of your astigmatic customers
- Up to 6 times more oxygen⁴ through the lens than traditional toric hydrogel contact lenses for white, healthy-looking eyes
- Easy fit: 95% of eyes were successfully fit with the first lens⁸
- For astigmats: 4,104 parameters, 14.5 mm diameter, 8.7 mm base curve, 4 cylinders, 18 axes — all axes per 10° (10° to 180°)



AIR OPTIX® NIGHT & DAY® AQUA

- Provides you the assurance your customers get the highest level of oxygen transmissibility (Dk/t at -3.00D: 175) of any available soft contact lens, even when they nap or sleep in their lenses
- For up to 30 nights of continuous wear as determined by an eye care professional
- Great aspheric lens design for optimised comfort, lens fit and visual acuity
- For myopes and hyperopes +6.00 to -10.00 D / 13.8 mm diameter / 8.4 & 8.6 mm base curve

A healthy, natural feeling and comfort all day, every day, until the end of the wearing period.

With **very high customer satisfaction** levels, now is the time to fit even more contact lens wearers in the **AIR OPTIX®** family of breathable contact lenses.



Order your free trial lenses now and see how TriComfort™ Technology can help lead to satisfied, loyal customers, increased referrals and business growth.

Choose **AOSEPT® PLUS** as the care product for silicone hydrogel contact lenses.

Order your free **AIR OPTIX®** trial lenses and **AOSEPT® PLUS** starter kits today at xxxxxx.com or call 1-XXX-XXX-XXXX.



Visit airoptix.com for more details.

*High oxygen transmissible lenses. AIR OPTIX® AQUA and AIR OPTIX® AQUA MULTIFOCAL Dk/t=138 @ -3.00D. AIR OPTIX® NIGHT & DAY® AQUA Dk/t=175 @ -3.00D. AIR OPTIX® for ASTIGMATISM Dk/t=108 @ -3.00D. Other factors may impact eye health. **Other factors may impact eye health, comfort and vision.

Important information for AIR OPTIX® AQUA (lotrafilcon B) and AIR OPTIX® AQUA MULTIFOCAL (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights as determined by an eye care professional for near/far-sightedness and/or presbyopia. **AIR OPTIX® NIGHT & DAY® AQUA (lotrafilcon A) contact lenses:** For daily wear or extended wear up to 30 nights as determined by an eye care professional. **AIR OPTIX® for ASTIGMATISM (lotrafilcon B) contact lenses:** For daily wear. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

References: 1. AIR OPTIX Customer Satisfaction Survey. Germany, France, Italy, n=433, July 2011. 2. Contact Lens Wearers Drop-out Study, Germany, UK, France, Italy, Sweden, n=632. July 2008. 3. Nash W, Gabriel M, Mowrey-McKee. A comparison of various silicone hydrogel lenses; lipids and protein deposition as a result of daily wear. Optom Vis Sci. 2010;87:E-abstract 105110. Superior lipid deposit resistance, compared to other available 2 week and monthly replacement silicone hydrogel lenses. 4. Based on the ratio of lens oxygen transmissibilities. CIBA VISION data on file, 2008. 5. CIBA VISION data on file, 2009. In vitro measurements of contact angles of unworn lenses compared to ACUVUE® OASYS®, ACUVUE® ADVANCE®, PureVision® and Biofinity® contact lenses; significance demonstrated at 0.05 level. 6. Ex vivo measurements of lipid deposits on lenses worn daily wear through manufacturer-recommended replacement period; AOSEPT PLUS Cleaning and Disinfecting Solution used for cleaning and disinfection; significance demonstrated at the 0.05 level. CIBA VISION data on file, 2008. 7. CIBA VISION data on file, 2008. 8. CIBA VISION data on file, 2005. Testing on negative powers with -0.75 cyl and -1.25 cyl.

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Alcon®

*CIBA VISION® is the Vision Care Unit of ALCON

a Novartis company

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