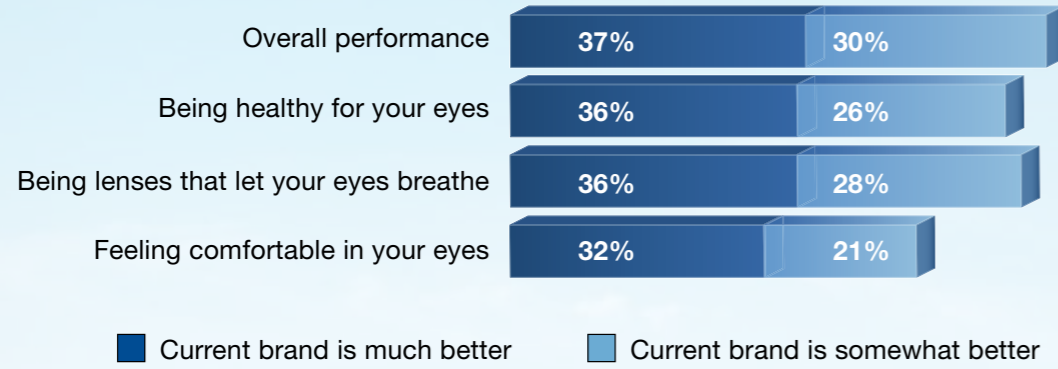


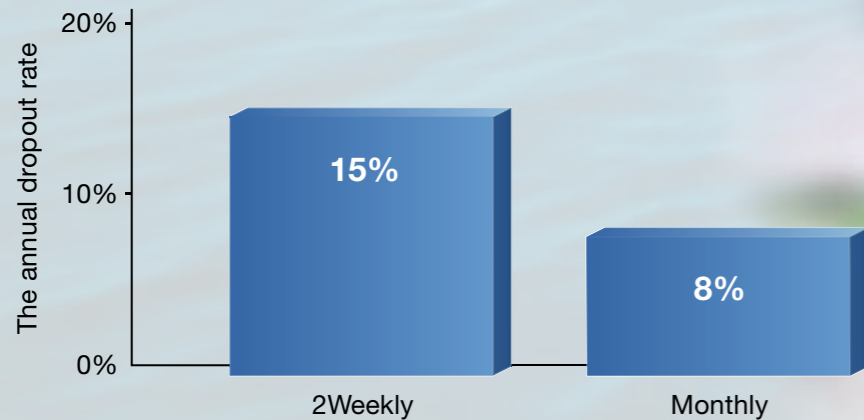
AIR OPTIX™ AQUA is made of Silicone Hydrogel Lotrafilcon B. Switching hydrogel lens wearers to silicone hydrogel lenses increases satisfaction amongst consumers¹



Satisfaction of brand switchers has increased on “healthy for the eyes”, “letting eyes breathe” and “feeling comfortable in your eyes”

AIR OPTIX™ AQUA's wearing modality helps promote compliance¹

The annual dropout rate of monthly lenses is significantly lower than the dropout rate of the 2Weekly lenses



2008 - 284 - 65358

AIR OPTIX™ AQUA

breathable* contact lenses deliver a new level of comfort

An Advanced Combination of Natural Elements



A New Level of **COMFORT**

- 💧 On Contact
- 💧 All Day
- 💧 Every Day

AIR OPTIX™ AQUA offers high oxygen transmissibility* and a new level of comfort

This makes AIR OPTIX™ AQUA ideal for new contact lens wearers. And for existing lens wearers who have problems with their current contact lenses.

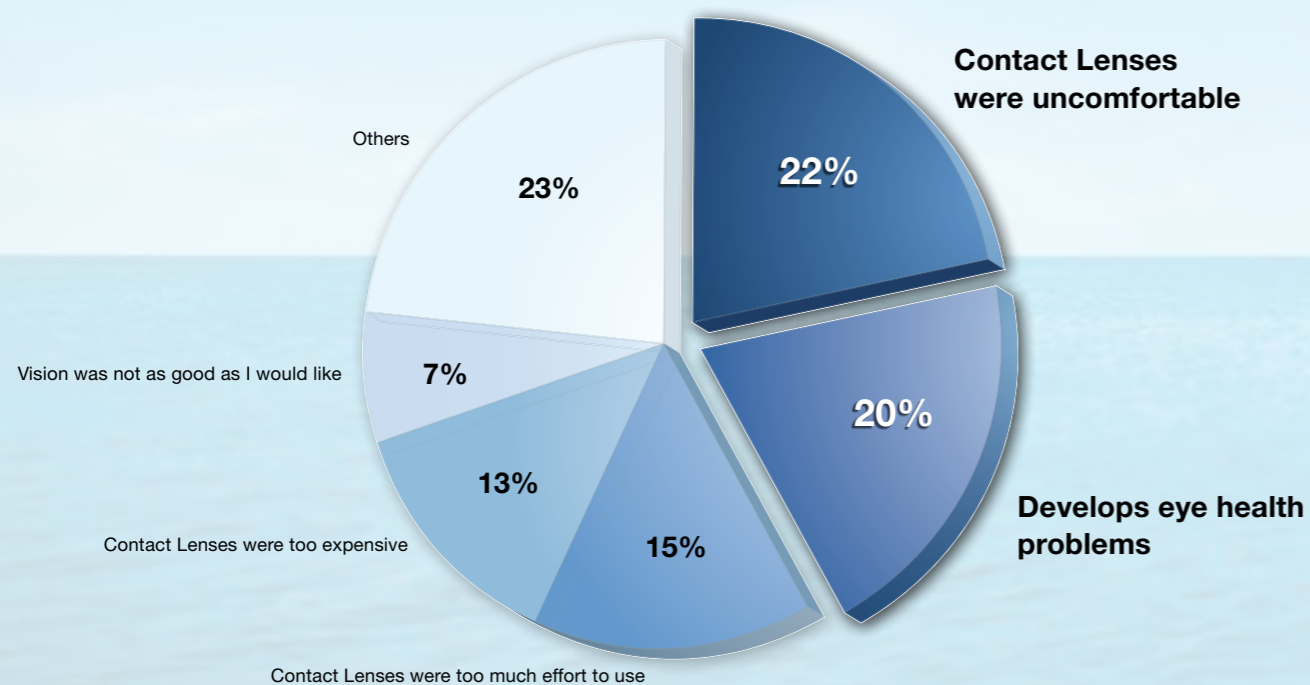


*Dk/t = 138@ -3.00D. Other factors may impact eye health.

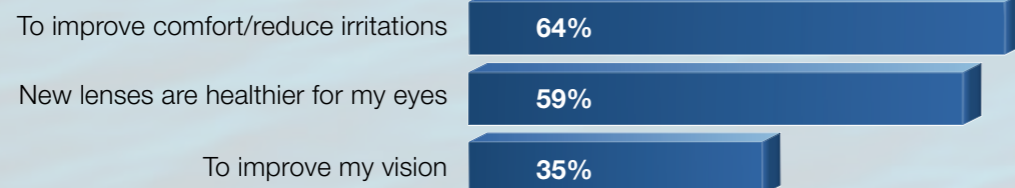
Comfort and Health are the key issues for contact lens wearers¹

12% of contact lens wearers stop wearing contact lenses because of comfort and health problems¹

Most common problems with lenses



10% of contact lens wearers switch brand because of comfort and health problems¹



66% of contact lens wearers complain about comfort issues, highlighting a potential risk of dropout¹

AIR OPTIX™ AQUA addresses health and comfort issues with existing contact lens wearers

AIR OPTIX™ AQUA offers a healthy lens-wearing experience²



Up to 5x more Oxygen than traditional hydrogel lenses for whiter, healthy-looking eyes.

AIR OPTIX™ AQUA offers significant comfort improvements⁴

The AQUA Moisture System



- Lubricates for comfort on contact
- Maintains for comfort all day
- Lubricates for comfort every day

AIR OPTIX™ AQUA has superior wettability⁵ compared to other silicone hydrogel lenses.⁶ The lower initial contact angle reflects better moisture coverage.



AIR OPTIX™ AQUA provides excellent deposit resistance to contribute to healthy and comfortable lens wear.³

AIR OPTIX™ AQUA is available in a wide range of parameters to satisfy your customer needs.



¹2008 CIBA VISION Contact Lens Wearers Drop Out Study G/UK/F/It/Sweden 2006 – 2008. N= 632, (European 2-year follow up study amongst soft contact lens wearers. The participants have been recontacted 1 year after the initial contact and have been asked about their behaviour with contact lenses).

²Dillehay SM, Miller MB, Performance of lotrafilcon B silicone hydrogel contact lenses in experienced low Dk/t daily lens wearers. Eyes & Contact Lens 2007, 33(6):272-277. ³CIBA VISION, data on file, 2007. ⁴Compared with AIR OPTIX. CIBA VISION, data on file 2007. ⁵In vitro measurement compared with ACUVUE OASYS, ACUVUE ADVANCE and PureVision. ⁶CIBA VISION, data on file, 2007.