

## NO MORE COMPROMISES

- Many customers with extreme vision requirements want the freedom to wear soft contact lenses comfortably.
- They're often disappointed to learn that next-generation silicone hydrogel lenses aren't available in their prescription.
- Some struggle with "old-fashioned", traditional lenses with lower oxygen transmissibility.

## AIR OPTIX™ INDIVIDUAL

to offer even the most challenging contact lens wearers a **healthy and comfortable lens wearing option**



## Breathable **MADE-TO-ORDER SILICONE HYDROGEL LENS** for **INDIVIDUAL SOLUTIONS**



### AIR OPTIX™ INDIVIDUAL

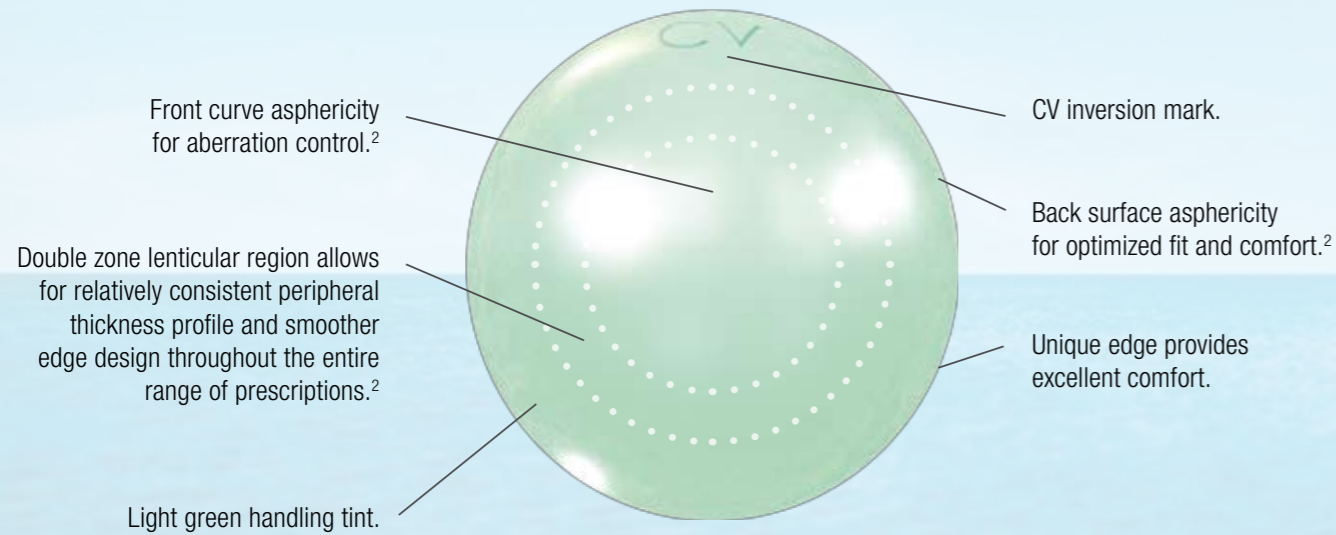
The first and only made-to-order silicone hydrogel lens from a worldwide leader in silicone hydrogel technology. To offer even the most challenging contact lens wearer a healthy and comfortable lens wearing option with AIR OPTIX™.



**AIR OPTIX™ INDIVIDUAL are available for**

- High Myopia (up to -20.00D in 0.25D steps).
- High Hyperopia/Aphakia (up to +20.00D in 0.25D steps).
- Large and Small Corneas (three diameters available).
- Steep and Flat Corneas (fourteen base curves available).

**AIR OPTIX™ INDIVIDUAL offers an advanced biaspheric lens design to optimize lens comfort, lens fit and visual clarity<sup>1</sup>**



**State-of-the-art manufacturing technology: InnoLathe™**

AIR OPTIX™ INDIVIDUAL are high-precision lathe-cut silicone hydrogel lenses. The patented InnoLathe™ process begins when a button of the unique new material sifilcon A is mounted onto a precision lathe. A computer file carrying an individual lens design is transmitted to the lathe.



The aspheric base curve is cut first. The semi-finished lens is then turned around and the front curve is cut next.



The edge is applied in a unique design to provide excellent comfort.

Hydration, surface treatment, inspection, packaging and stabilization complete the InnoLathe™ process.



**AIR OPTIX™ INDIVIDUAL for EXCELLENT COMFORT and VISION<sup>3</sup>**

In a recent consumer study<sup>3</sup>, consumers give high ratings for comfort and vision with AIR OPTIX™ INDIVIDUAL

**Excellent all day comfort**

Comfortable all day long

78%

**78%** of consumers agree that AIR OPTIX™ INDIVIDUAL is comfortable all day long

**Excellent end of day comfort**

End of Day Comfort

75%

**75%** of consumers agree that AIR OPTIX™ INDIVIDUAL is still comfortable at the end of the day

**Excellent vision ratings**

Crisp clear vision

78%

**78%** of consumers agree that AIR OPTIX™ INDIVIDUAL provides crisp, clear vision

**Excellent handling ratings**

Easy to insert

76%

**76%** of consumers agree that AIR OPTIX™ INDIVIDUAL is easy to insert

Easy to remove

88%

**88%** of consumers agree that AIR OPTIX™ INDIVIDUAL is easy to remove

**High purchase intent**

Interested in buying

77%

**77%** of consumers indicate they are interested in buying AIR OPTIX™ INDIVIDUAL

<sup>1</sup>CIBA VISION, data on file, 2006. <sup>2</sup>CIBA VISION, data on file, 2005.

<sup>3</sup>CIBA VISION, data on file, 2008. 1-month trial of AIR OPTIX Individual in 2 European countries (France & Germany) and the Nordic region on 150 consumers.