

Superior comfort that doesn't quit

blink after blink after blink



The secret is in the blink





If there's one thing customers need— It's More Comfort

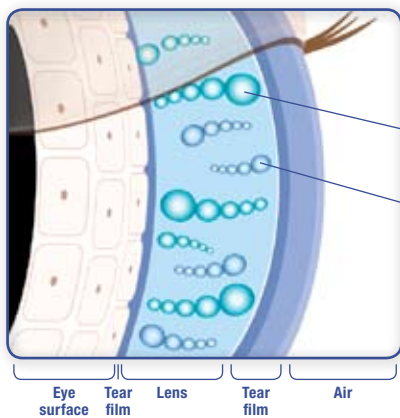
From sitting at the computer to working out at the gym—your customers live and work in dry, challenging, climate-controlled environments. Discomfort is a key barrier that can keep spectacle wearers from trying contact lenses.² When asked about problems with their current soft contact lens brand, **78% of soft contact lens wearers report end-of-day discomfort³** and **81% say their eyes dry out.³**

With our unique **Triple Action Moisture** and innovative contact lens chemistry, DAILIES AquaComfort Plus soft contact lenses deliver **blink-activated refreshment** with each blink for sustained comfort throughout the day.

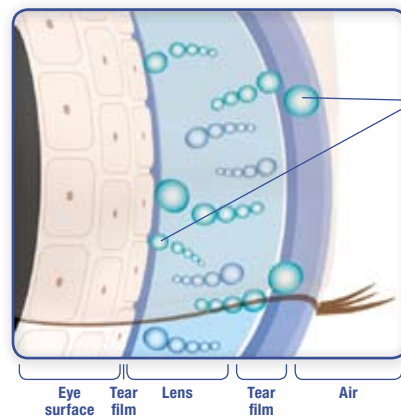
DAILIES AquaComfort Plus contact lenses with blink-activated moisture for superior comfort all day—every day¹

Your customers blink over 14,000 times a day. With DAILIES AquaComfort Plus contact lenses, a moisturizing agent is released with every blink, helping to support a stable tear film and providing comfort throughout the day.

DAILIES AquaComfort Plus refreshes with every blink

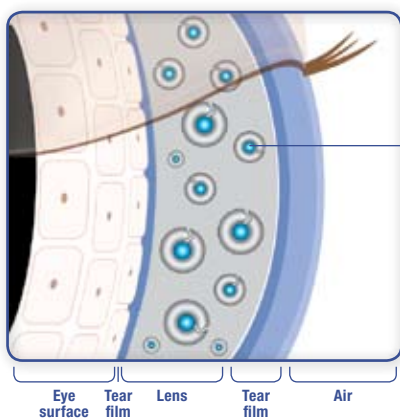


The moisturizing agent Polyvinyl alcohol (PVA), together with Polyethylene glycol (PEG), provides moisture throughout the day.

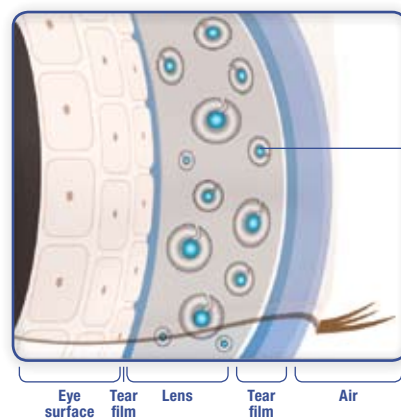


Blink-activated moisture (PEG and PVA) is released onto the surface at different rates. The optimized PVA ensures slow release until the end of the day.

Other daily disposable contact lenses have a moisturizing agent locked within the lens



Moisturizing agent is permanently locked within the lens



No change. Moisturizing agent remains embedded in the lens.





Triple Action Moisture

Three moisturizing agents work together to refresh contact lenses throughout the day



1 LUBRICATES
IN THE MORNING



2 MOISTURIZES
THROUGHOUT THE DAY



3 REFRESHES
UNTIL THE END OF THE DAY



1 Lubricates

Instant comfort at insertion

- Lubricates upon insertion with proven lubricant Hydroxypropyl methylcellulose (HPMC) for instant comfort
- Has a low coefficient of friction, meaning minimal friction between the contact lens surface and eyelid

With the proven lubricant HPMC and low coefficient of friction, eyelids easily glide over DAILIES AquaComfort Plus contact lenses.



2 Moisturizes

Excellent wettability throughout the day

- Thanks to our innovative lens chemistry with the unique combination of Polyethylene glycol (PEG) and Polyvinyl alcohol (PVA), DAILIES AquaComfort Plus contact lenses are extremely wettable at insertion—and over time
- DAILIES AquaComfort Plus contact lenses have a very low wetting angle. A lower wetting angle provides better moisture coverage

DAILIES AquaComfort Plus contact lenses remain highly wettable throughout the day.

WETTING ANGLE⁴

Lower number = greater wettability



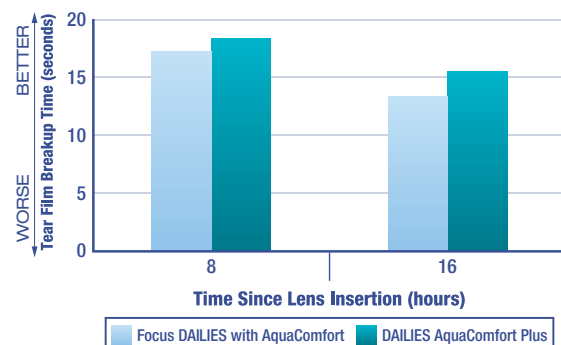
3 Refreshes

Continual blink-activated refreshment from moisturizing agent Polyvinyl alcohol (PVA)

- Prolonged tear film breakup time
- A stable tear film is essential for good visual acuity, comfort and contact lens-wearing success

DAILIES AquaComfort Plus has superior tear film breakup time compared to Focus DAILIES with AquaComfort.

TEAR FILM BREAKUP TIME THROUGHOUT WEAR SCHEDULE⁵





Refreshing comfort **where customers need it most**

Recommend DAILIES AquaComfort Plus Contact Lenses For:

- Customers who work in an office environment
- New contact lens wearers
- People currently wearing daily disposable contact lenses
- Lapsed contact lens wearers who have had comfort issues

DAILIES AquaComfort Plus contact lenses with blink-activated moisture for superior comfort¹

Three moisturizing agents work together to refresh the contact lenses throughout the day



PRODUCT SPECIFICATIONS

MATERIAL:	Nelfilcon A
MOISTURIZING AGENTS:	Unique Triple Action Moisture <ul style="list-style-type: none"> • Hydroxypropyl methylcellulose (HPMC) • Polyethylene glycol (PEG) • Polyvinyl alcohol (PVA)
WATER CONTENT:	69%
HANDLING TINT:	Visitint
DIAMETER (mm):	14.0
BASE CURVE (mm):	8.7
CENTER THICKNESS (mm):	0.10mm @ -3.00D
SPHERE POWERS (D):	+0.50 to +6.00 (0.25D steps) -0.50 to -6.00 (0.25D steps) -6.50 to -10.00 (0.50D steps)
WEARING SCHEDULE:	Daily Wear
REPLACEMENT SCHEDULE:	Daily Disposable
PACK SIZES:	Trials – 5 lenses Revenue – 30 or 90 lens packs

No refit required for existing wearers of Focus DAILIES®

To learn more, contact your CIBA VISION sales representative at X-XXX-XXX-XXXX and introduce your customers to the refreshing comfort of DAILIES AquaComfort Plus contact lenses today.

Visit dailies.com for more details.

References: 1. CIBA VISION data on file, 2008. In a clinical study vs. 1-DAY ACUVUE MOIST, amongst wearers of daily disposable contact lenses. 2. CIBAVISION data on File 2006. 3. CIBA VISION data on file, 2005. 4. CIBA VISION data on file, 2008. In vitro and ex vivo data. 5. CIBA VISION data on file, 2008. 6. CIBA VISION data on file, 2007.
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