

The #1 daily disposable contact lens in Europe is now better than ever.

Why recommend improved Focus[®] DAILIES[®] with AquaComfort[™] over other brands?

- Blink-activated moisture means all-day comfort – the principle barrier to your patients trying contact lenses
- Protein deposits and uptake are significantly lower for non-ionic daily disposable lenses like Focus[®] DAILIES[®]
- LightStream[™] manufacturing ensures the quality of each contact lens, including a thin edge for easier insertion

New Focus [®] DAILIES [®] Product Details	
Material:	nelfilcon A
Water Content:	69%
Options:	Handling tip ^{NEW} 5x more AquaComfo ^{NEW}
Diameter (mm):	13.8
Base Curve:	8.6
Center Thickness (mm):	0.10@-3.00, 0.16@+3.00
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

Introduce and upgrade your patients to a new level in contact lens comfort – order new Focus[®] DAILIES[®] with AquaComfort[™].



1. Compared to original Focus DAILIES.
 2. Data on file, Oct. 2003.
 3. Data on file, Nov. 2002.
 4. Contact Lenses & Comfort Enhancers: In Vivo and In Vitro release of soluble PVA. Mahomed et al., Volume/Issue 2004, p.87.
 5. Data on file, Feb. 2004.
 6. Data on file, Oct. 2004.
 7. Inter- and Intra-Subject variability in the Deposition of Group I and Group IV Single Use Daily Disposable Contact Lenses. Jones et al., Dec 1998, p. 164.
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Introducing
New Focus[®] DAILIES[®]
 with blink activated all-day comfort

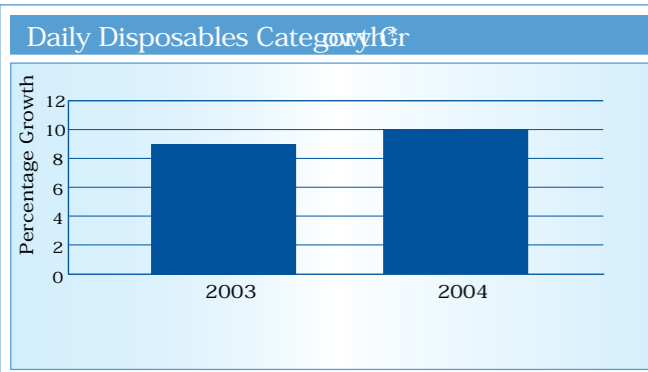
AquaComfort™ for all-day comfort.

Focus DAILIES now have five times the moisturizing agent PVA¹ – we call it “AquaComfort™” – which helps lubricate the eye all day long, with every blink. For patients who have a fear of contact lenses, and eye care professionals who would like to see more patients in one-day contact lenses and glasses, new Focus DAILIES are an easy addition to any routine.

These are the facts:

FACT 1: Almost 30% of eyeglass wearers in Europe are interested in contact lenses.²

FACT 2: One-day contact lenses are the fastest growing modality in Europe



* \$ Sales

How you can benefit?

- Grow your practice together with the high-growth Daily Disposable segment
- Gain additional revenue from occasional wear with eyeglass wearers
- Attain repeat purchases at a high revenue sale
- Embrace an opportunity to improve patient satisfaction
- Experience less chair time, easy fit, and less drop-outs

Now even more with AquaComfort™: overcoming the “fear factor” for new wearers

Proprietary market research³ with eyeglass wearers showed:

- 47%** are concerned about insertion and removal
- 42%** believe contacts might be uncomfortable
- 31%** are concerned about time required for care

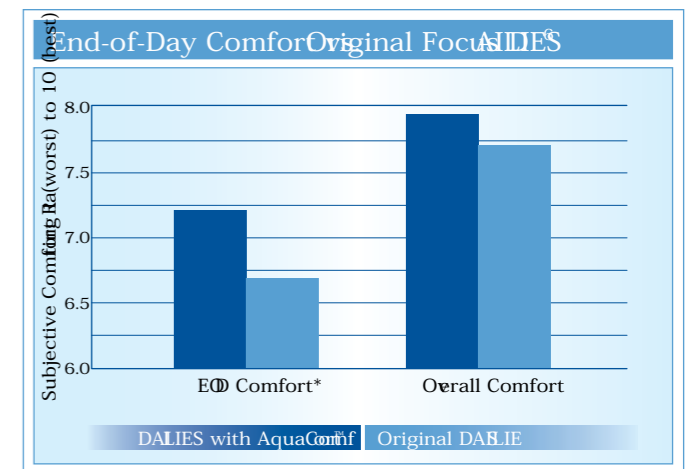
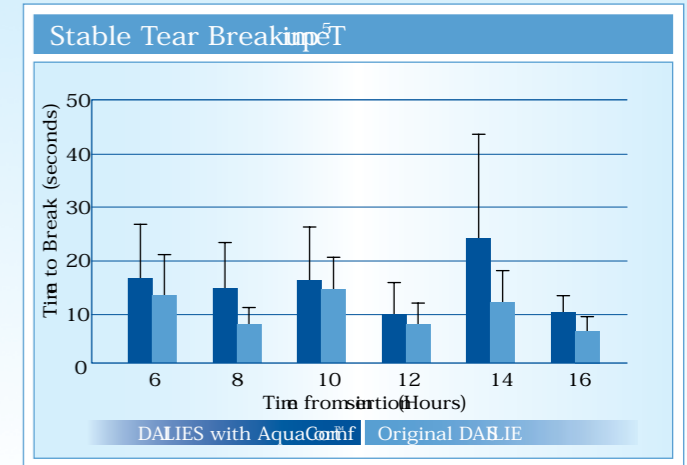
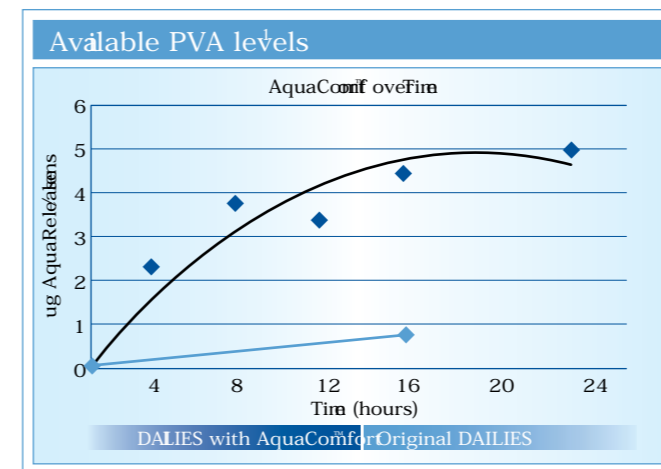
With Focus DAILIES, you can help your patients overcome these fears.

- Instant moisture upon insertion
- Five times more AquaComfort™ for all-day comfort
- Added handling tint and patented lens design for easy insertion and removal
- Advanced material with nearly 70% water and easy-to-use packaging for the comfortable wear of fresh lenses every day
- Unsurpassed end-of-day comfort with up to 16 hours wearing time⁵

The first and only one-day contact lens with blink activated moisturizing agent

How AquaComfort™ works:

- Focus DAILIES are made from Nelfilcon material, which incorporates Polyvinyl Alcohol (PVA), an ocular lubricant commonly used in comfort eye drops⁴
- With each blink, PVA is gradually released from the lens into the tear film throughout the day
- Improved Focus DAILIES have a stable tear breakup time⁵ for longer-lasting comfort⁶



* Data on file

