

HIGH PATIENT AND ECP PREFERENCE FOR AIR OPTIX® PLUS HYDRAGLYDE® CONTACT LENSES



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The daily lives of contact lens wearers are full of obstacles to comfortable lens wear, including dry or smoky air, digital device use and long days of lens wear. These obstacles have their impact: in a survey, 2/3 of contact lens wearers said they experience dryness/discomfort with their current lenses.¹

At my practice, my goal is to provide contact lenses with improved technologies that promote patient comfort, healthy eyes and contact lens compliance. Studies show that monthly and daily replacement lenses promote better replacement compliance than 2-week lenses.^{2,3} Patients and ECPs agree that AIR OPTIX® plus HydraGlyde® monthly replacement contact lenses, combined with a nightly lens care system that contains HydraGlyde® Moisture Matrix technology, provide a positive wearing experience.¹

I participated in a survey of contact lens satisfaction in habitual wearers of 2-week or monthly replacement contact lenses (N = 229). We surveyed our patients about their habitual brand, and then about AIR OPTIX® plus HydraGlyde® contact lenses after a 1-month trial.¹ Patients used CLEAR CARE® PLUS Cleaning and Disinfecting Solution or OPTI-FREE® PureMoist® Multi-Purpose Disinfecting Solution for daily lens care. Both of these lens care products feature HydraGlyde® Moisture Matrix. At the end of the trial period, patients surveyed expressed strong satisfaction with AIR OPTIX® plus HydraGlyde® contact lenses: more than 9 out of 10 patients surveyed agreed these lenses felt comfortable upon insertion each day,¹ and four times as many agreed (vs disagreed) that AIR OPTIX® plus HydraGlyde® lenses felt comfortable through the end of the day.¹ Finally, four times more patients surveyed preferred AIR OPTIX® plus HydraGlyde® contact lenses (plus daily HydraGlyde® lens care), over their previous lenses, after wearing them for 1 month.¹

Among the eye care professionals who participated in the survey (N=20), three out of four agreed** that AIR OPTIX® plus HydraGlyde® contact lenses will be the preferred monthly replacement lens in their practices. The same ratio also agreed¹ they would proactively recommend their 2-week and monthly replacement wearers switch to AIR OPTIX® plus HydraGlyde® contact lenses.¹

The outstanding experience reported by patients and eye care professionals is supported by a combination of two proprietary technologies. SmartShield® Technology is the permanent surface treatment used in all AIR OPTIX® brand lenses. SmartShield® Technology is an ultra-thin permanent protective

shield that is bonded to the outer surface of the lens, minimizing the amount of exposed silicone.⁴ This proprietary surface treatment helps the lens resist lipid deposits,^{5,7} supports tear film stability,^{7,8} and helps maintain outstanding wettability.^{9,10} HydraGlyde® Moisture Matrix is a proprietary wetting agent that creates an envelope of long-lasting lens surface moisture.¹⁰

Recent studies demonstrate the wettability of AIR OPTIX® plus HydraGlyde® contact lenses. In one, placido rings were projected onto surfaces of several lenses.¹¹ A wet surface reflects a stable image of the rings, but as the surface dries, the reflections become distorted. Directly out of pack, AIR OPTIX® plus HydraGlyde® contact lenses showed more stable reflections at 2 minutes than several competitive lenses ($P < 0.01$), demonstrating excellent lens surface moisture retention. In another study, time to lens surface moisture breakup (the time it takes for the first “spot” of dryness to appear on the lens) was measured after soaking lenses in PBS solution for 16 hours.¹² The time to lens surface moisture breakup of AIR OPTIX® plus HydraGlyde® contact lenses was longest (19 seconds), indicating lasting lens surface moisture. (Figure)

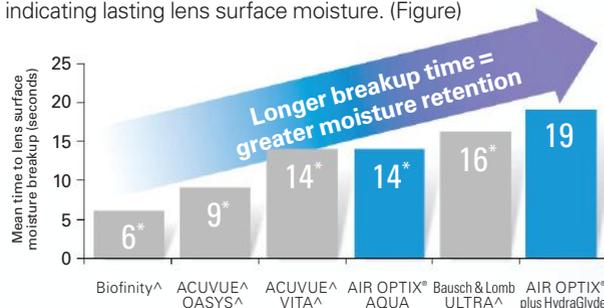


Figure: AIR OPTIX® plus HydraGlyde® Contact Lenses Provide Long-Lasting Lens Surface Moisture Retention After 16 Hours of Simulated Wear¹²

Mean time to lens surface moisture breakup after 16-hour soak in phosphate-buffered saline solution. Ten lenses per brand were analyzed. * $P < 0.05$ vs AIR OPTIX® plus HydraGlyde® contact lenses. [^]Trademarks are the property of their respective owners.

Recommend lens care solutions with HydraGlyde®—CLEAR CARE® PLUS with HydraGlyde® or OPTI-FREE® PureMoist®—as the perfect combination with AIR OPTIX® plus HydraGlyde® contact lenses to keep outstanding comfort going all month long,¹ so your patients can see, look and feel their best!



¹Based on ECPs who “agreed” or “somewhat agreed” with the statement: “AIR OPTIX® plus HydraGlyde® contact lenses will be the preferred monthly replacement lenses in my practice.”
²Based on ECPs who “agreed” or “somewhat agreed” with the statement: “I plan to proactively recommend to my 2-week and monthly contact lens wearers that they switch to AIR OPTIX® plus HydraGlyde® contact lenses.”

[^]Trademarks are the property of their respective owners.

Important information for AIR OPTIX® plus HydraGlyde® (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness, presbyopia and/or astigmatism. 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. Based on a survey of 229 previous monthly or 2-week replacement contact lens wearers and 20 eye care practitioners; Alcon data on file, 2017. 2. Dumbleton K et al. Compliance with lens replacement and the interval between eye examinations. *Optom Vis Sci.* 2013;90:351-358. 3. Guthrie S et al. Financial Implications of Patient Compliance. *Contact Lens Spectrum.* December 2014;29:42-45. 4. Rex J, Perry S, Lemp J, Maissa C. Concentrations of silicone at the surface of silicone hydrogel contact lenses. *Invest Ophthalmol Vis Sci.* 2015;56(7):6099. 5. Nash W, Gabriel M. Ex vivo analysis of cholesterol deposition for commercially available silicone hydrogel contact lenses using a fluorometric enzymatic assay. *Eye Contact Lens.* 2014;40(5):277-282. 6. Nash W, Gabriel M, Mowrey-McKee M. A comparison of various silicone hydrogel lenses; lipid and protein deposition as a result of daily wear. *Optom Vis Sci.* 2010;87:E-abstract 105110. 7. Alcon data on file, 2017. 8. Guillon M, Maissa C, Wong S, Patel K, Lemp J. Tear film dynamics over silicone hydrogel contact lenses with different lipid deposition profiles. *Optom Vis Sci.* 2014;91: E-abstract 145196. 9. In vitro and ex vivo measurement of contact angles on unworn spherical lenses; significance demonstrated at the 0.05 level; Alcon data on file, 2009. 10. Lemp J, Muya L, Driver-Scott A, Alvord L. A comparison of two methods for assessing wetting substantivity. Poster presented at Global Specialty Lens Symposium; January 21-24, 2016. Las Vegas, NV. 11. Marx S, Sickenberger W. Wettability of different silicone hydrogel lens materials and blister solutions measured using non-invasive keratographic drying up time (NIK-DUT). *Optom Vis Sci.* 2016;93:E-abstract 165113. 12. Tucker R, Lemp J, Guillon M. In vitro and on eye wettability of lotrafilcon B lenses packaged with a substantive wetting agent. *Invest Ophthalmol Vis Sci.* 2017;58:ARVO E-Abstract 3070.

See product instructions for complete wear, care and safety information.

Our passion is to help your patients see, look and feel their best.



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