



CLEAR CARE® PLUS SUCCESS MADE SIMPLE



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Dr. Jasper was compensated by Alcon for her participation in this testimonial.

I believe, after years of study and personal experience, that my future success in business and in patient outcomes depends on my commitment to creating a "practice of distinction". A key element to creating a practice of distinction is providing patients with the highest level of eye care possible – this includes contact lens care. I'll be the first to admit that lens care solutions didn't always rank high on my list of priorities in creating a practice of distinction, because so few of my patients expressed any enthusiasm about the different solutions. However, now that I've

6 million people in the U.S. discontinue wearing contact lenses every year.^{4,5} One of the major reasons is discomfort.⁶ Unfortunately, of the more than 40 million contact lens wearers in the U.S., 99% report at least one poor contact lens hygiene behavior, such as topping off their multi-purpose solution (MPS) rather than fully replacing it.⁷ My experience has also shown me that patients are more compliant with CLEAR CARE® than with MPS, and this is consistent with a study which found that CLEAR CARE® users are more compliant with directions for use as compared to MPS users.^{8,9}

Further contributing to a positive lens-wearing experience for my patients, CLEAR CARE® PLUS includes HydraGlyde® Moisture Matrix, which helps to provide long-lasting moisture and outstanding end-of-day comfort.^{1,10} CLEAR CARE® PLUS provides triple action cleaning, which loosens dirt, deep cleans, and has

CLEAR CARE® PLUS CLEANS AND DISINFECTS LENSES IN A FEW SIMPLE STEPS*

<p>1 Wash, rinse, and dry hands</p> 	<p>2 Place lenses in baskets and rinse for 5 seconds with solution</p> 	<p>3 Fill the lens case to the line with solution</p> 	<p>4 Put it all together and tighten the lid. Soak overnight or for at least 6 hours</p> 
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started strongly recommending CLEAR CARE® PLUS Cleaning & Disinfecting Solution, my patients regularly say that their lenses are comfortable¹ and their lenses feel like new every day.^{1,2} They're also saying something that makes my day every time: "Thanks, Advanced Eyecare Specialists!"

What makes my patients so happy about CLEAR CARE® PLUS? First, CLEAR CARE® PLUS is easy for them to use. Many eye care professionals, myself included, formed our initial impressions of peroxide solutions based on older formulations that were difficult to use. Today, my patients are letting me know how intuitive and easy it is to incorporate CLEAR CARE® PLUS into their daily lens care routine; the bubbling action provides an unmistakable signal that the solution is working. Recently, a mom told me that since her son switched to CLEAR CARE® PLUS, he's become much better at cleaning his contact lenses every single day, and that she feels reassured knowing that her son is properly caring for his lenses and his eyes.

I have found that when my patients are compliant with proper lens care, they are more likely to have a comfortable lens-wearing experience.³ This is of particular importance given that nearly

bubbles to enhance protein removal. CLEAR CARE® PLUS also offers unsurpassed disinfection, killing 99% of microorganisms on contact lenses, including Acanthamoeba cysts and trophozoites.^{11,12} Overall, the ease of use, comfort, and disinfecting efficacy of CLEAR CARE® PLUS are not only beneficial for my patients, but also for my practice. Alcon has developed a range of great educational resources such as online videos that can help you educate patients on the benefits of CLEAR CARE® PLUS, and how to use it.

I have been so impressed with CLEAR CARE® PLUS that I even have my family using it. Like so many patients in my practice, my family members tell me how this solution helps make their contact lenses feel like new.¹ I am confident that you will get the same kind of enthusiastic reaction from your own patients, helping to set your practice apart as one of distinction!



*Instructions presented here are for soft contact lenses only; additional instructions for RGP lenses are available in the CLEAR CARE® package

References 1. Alcon data on file, 2015. 2. Alcon data on file, 2016. 3. Dumbleton K, Woods C, Jones L, et al. Comfort and Vision with Silicone Hydrogel Lenses: Effect of Compliance. *Optom Vis Sci.* 2010;87:421-425. 4. Rumpakis J. New data on contact lens dropouts: An international perspective. *Rev Optom.* 2010;147:37-42. 5. Alcon data on file, 2013. 6. Nichols J, Willcox M, Bron A, et al. The TFOS International Workshop on Contact Lens Discomfort: Executive Summary. *Invest Ophthalmol Vis Sci.* 2013;54:TFOS7-TFOS13. 7. Cope J, Collier S, Rao M, et al. Contact Lens Wearer Demographics and Risk Behaviors for Contact Lens-Related Eye Infections — United States, 2014. *CDC Morbidity and Mortality Weekly Report.* 2015;64:865-870. 8. Dumbleton K, Woods J, Woods C, Fonn D. Compliance with current contact lens care regimens. *Optom Vis Sci.* 2007;84:Eabstract 070087. 9. Guthrie S, Dumbleton K, Jones L. Contact Lens Compliance. *Contact Lens Spectrum.* 2016;31:40-43. 10. Muya L, Scott A, Alvord L, et al. Wetting substitubility of a new hydrogen peroxide disinfecting solution on silicone hydrogel contact lenses. Poster presented at the British Contact Lens Association 39th Clinical Conference and Exhibition, Liverpool, UK, May 29-31, 2015. 11. Alcon data on file, 2014. 12. Gabriel M, Bartell J, Walters R, et al. Biocidal efficacy of a new hydrogen peroxide contact care lens system against bacteria, fungi, and Acanthamoeba species. *Optom Vis Sci.* 2014;91:Eabstract 145192.