

# DAILIES TOTAL1®: CHANGING PATIENTS' LIVES WITH EXCEPTIONAL VISION & COMFORT

Milana Matz, OD

North Suburban Vision Consultants, Ltd., Deerfield, IL

Dr. Matz was compensated by Alcon for her participation in this advertorial

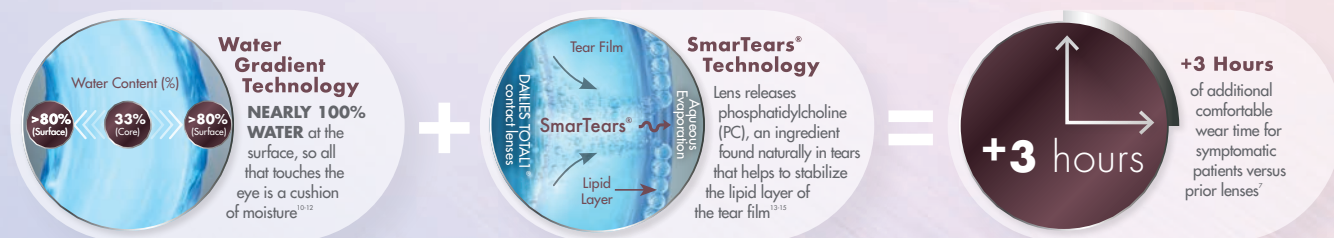
Great vision correction can make all the difference in a person's life. As early as my grade school days, I wanted to impact lives in a positive way by providing unique and individualized eye care. In practice today, I recommend daily disposable contact lenses for patients of all ages and professional backgrounds, including new and current contact lens wearers alike, to meet visual demands, enhance wear comfort and promote convenience.

My patients are probably a lot like yours — they want to be offered the best vision correction options available. I am confident prescribing a truly unique contact lens wearing experience that

opportunity to try his first pair, he immediately felt the difference. Being able to comfortably wear his DAILIES TOTAL1® contact lenses all day has positively impacted his personal and professional life, making way for opportunities that were previously out of reach!

The same impact can apply to patients with a wide range of individual needs, from athletes who do not want to be slowed down by a pair of glasses to professionals who spend their days on computers and digital devices, in meetings or traveling. Thanks to the benefits of outstanding vision and all-day comfort offered by

## DAILIES TOTAL1® CONTACT LENSES are in a class of their own



addresses a wide range of patient needs with DAILIES TOTAL1® contact lenses. Combining the convenience and replacement compliance benefits of a daily disposable lens<sup>1-5</sup> with Alcon's one-of-a-kind Water Gradient and SmarTears® Technologies, DAILIES TOTAL1® contact lenses provide exceptional vision and comfort<sup>6,9</sup> that can make a true difference in my patients' lives.

One of my longtime patients is a young actor who previously struggled with contact lens wear due to poor tolerance, and thus relied on glasses full-time. This significantly impacted his career, limiting the types of roles he could take. When we discussed the option of DAILIES TOTAL1® contact lenses and he had the

DAILIES TOTAL1® contact lenses,<sup>6,9</sup> these patients can feel more confident, focus on the task at hand and get more out of each experience.

Patients have many options when it comes to eye care. My objective is to provide the best experience to help them achieve their goals in a comprehensive, sensible and comfortable way. The real key to helping patients become DAILIES TOTAL1® wearers is giving them the chance to feel the lenses on their eyes, and educating new wearers about the DAILIES® Choice Program to help address any potential cost concerns. Give your patients the benefits of exceptional vision and comfort that DAILIES TOTAL1® contact lenses offer!



Voted Vision Monday and 20/20 Magazine's 2016 Reader's Choice Favorite Daily Disposable Contact Lens Brand



DAILIES® Choice

The DAILIES® Choice program helps patients choose a healthy option with a fresh, new lens every day<sup>5</sup>

Patients new to DAILIES TOTAL1® contact lenses can **SAVE up to \$200\*** on an annual supply via rebate

Visit [DAILIESCHOICE.com](http://DAILIESCHOICE.com) for more information

\* Rebate is in the form of an Alcon VISA® prepaid card.



**DAILIES® Choice Program:** Must be a new patient to DAILIES TOTAL1® contact lenses or an existing patient that is switching within the DAILIES TOTAL1® family. Must purchase an annual supply of DAILIES TOTAL1® contact lenses within 90 days of eye exam and/or contact lens fitting. Rebate form must be postmarked (or submitted electronically) within 60 days of purchase date. Valid on purchases made at participating retailers through 12/31/17. Visit [DAILIESCHOICE.COM](http://DAILIESCHOICE.COM) for complete terms and conditions.

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