

HELPING PRESBYOPES SEE, LOOK AND FEEL THEIR BEST WITH ALCON'S INNOVATIVE MULTIFOCAL PORTFOLIO



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Nearly every day, I see patients with emerging symptoms of presbyopia. Compared with other more insidious symptoms of aging, presbyopia is often first noticed in a more immediate fashion. Blurred near vision can lead patients to feel frustrated and have concerns that they are 'getting old' (Figure 1).¹ Fortunately, the right multifocal contact lenses can help ensure that

Alcon has created some of the most technologically advanced lenses on the market, both for daily disposable lens wearers (DAILIES® AquaComfort Plus® Multifocal and DAILIES TOTAL1® Multifocal) and for patients who are candidates for monthly replacement lenses (AIR OPTIX® plus HydraGlyde® Multifocal) (Figure 2). All Alcon multifocal contact lenses utilize Alcon's unique Precision Profile® Design.⁵ This innovative approach incorporates a state-of-the-art aspheric, center near design that accounts for pupil size in different visual and lighting situations. The result is lenses that correct near and intermediate vision while maintaining excellent distance vision and contrast sensitivity.^{6,7} In addition, the daily disposable and monthly

power is determined using the vertex-corrected, most plus, spherical equivalent distance Rx, then adding +0.25D for each eye, as well as the lowest ADD power accepted by the patient. A distance over-refraction over each eye with both eyes open, starting with plus, is used to determine any power adjustments.⁹ This fitting procedure can be performed in just a few minutes. By following this easy fitting process, eye care professionals can achieve high rates of fit success. Data show an 80% fit success rate with one lens per eye, and a 96% fit success rate with two lenses or less per eye when following the Alcon multifocal fitting guidelines.^{10,11}

THE MOST PREVALENT REACTIONS WHEN FIRST STARTING TO EXPERIENCE SIGNS OF PRESBYOPIA

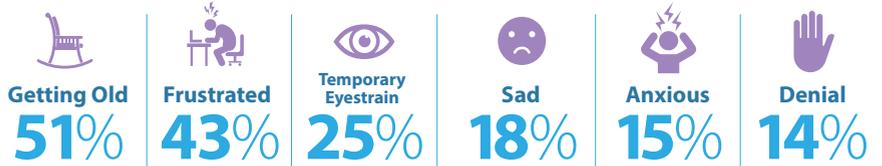


Figure 1. Patients have many concerns related to presbyopia that go beyond their changing vision.¹

patients with presbyopia are not slowed down by their vision and can continue to pursue the activities they enjoy.

Today's presbyopes are technologically savvy, committed to their health, and are redefining the traditional view of the multifocal contact lens wearer.² These patients, which include Generation Xers and Baby Boomers, are engaged in a variety of pursuits that require excellent vision, no matter if they choose to wear their lenses every day or part-time. Therefore, it is important to my patients and my practice that I am able to recommend a multifocal contact lens that helps them see, look and feel their best. This is why I rely on Alcon's family of multifocal lenses.

replacement schedules of Alcon's multifocal contact lenses promote greater replacement compliance in comparison to lenses with a 2-week replacement schedule.⁸

Alcon's Precision Profile® Design is partnered with a simplified fitting process. The initial lens

MULTIFOCAL CONTACT LENSES CAN HELP PATIENTS SEE, LOOK AND FEEL THEIR BEST

Survey data show that reading glasses can make wearers look ten years older.³ Today's patients want to look and feel younger, and seek seamless vision correction without the need for glasses.^{3,4}

The health of my practice is tied to the satisfaction of my patients. With Alcon multifocal contact lenses I can offer my patients the benefits of all-day comfort,¹²⁻¹⁵ excellent vision,⁶ and an easy fitting process¹¹ so that they leave my office seeing, looking and feeling their best.

Figure 2. The Alcon 3:2:1 Multifocal Advantage: three different materials and two convenient replacement schedules, all with the same industry-leading multifocal optical design¹⁶ to help address the varying needs of your presbyopic patients.



Water Gradient and SmartTears® Technologies
 For exceptional comfort¹²



Blink-Activated Moisture
 For all-day comfort¹³



SmartShield® Technology and HydraGlyde® Moisture Matrix
 With long-lasting lens surface moisture for consistent comfort all month long^{4,17,19}



AIR OPTIX® Choice

Patients can visit www.AIROPTIXCHOICE.com to save on an annual supply of AIR OPTIX® contact lenses
 Upgrade patients to a healthy monthly replacement schedule



DAILIES® Choice

Patients can visit www.DAILIES.com to save on an annual supply of DAILIES contact lenses
 Helps patients choose a healthy lens option with a fresh, new lens every day

Important information for AIR OPTIX® plus HydraGlyde® Multifocal (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness and/or presbyopia. 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.

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