



GIVE ASTIGMATS THE VISION CORRECTION THAT MEETS TODAY'S DEMANDS

WITH DAILIES® AQUACOMFORT PLUS® TORIC CONTACT LENSES

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

Today's contact lens wearers expect perfect visual clarity, convenience and all-day comfort. As eye doctors, we understand they "want it all," but why do we assume they can't have it or that they are happy with the lenses they have? As a member of the millennial generation, I can relate to patients' performance and clarity expectations. Today's visual demands, especially when it comes to near vision, are greater than ever — 30% of U.S. adults spend 9 or more hours/day on digital devices,¹ and digital device use has negative impacts on blink frequency, blink motion and tear film stability.^{2,5} With nearly half of the vision-corrected population also having at least 0.75D of astigmatism in one eye,⁶ the imperfections we leave uncorrected are an unnecessary detriment to visual performance.⁷ Toric contact lenses present a real opportunity to

DAILIES® AquaComfort Plus® contact lenses were also designed specifically for a daily replacement schedule. By releasing the moisturizing polymer polyvinyl alcohol (PVA) with every blink, DAILIES® AquaComfort Plus® contact lenses provide all-day comfort^{8,9} and tear film stability — including superior tear film stability versus 1-Day ACUVUE® MOIST.^{10,11} The tear film helps maintain clear vision, comfort and ocular health,¹² but can be destabilized by common activities of daily living,¹³ which makes lenses that support tear film stability a priority for all contact lens wearers. Being able to provide the tear film benefits of DAILIES® AquaComfort Plus® Toric contact lenses is incredibly important to my astigmatic patients' lens-wearing success.

Another key for me is Alcon's commitment to patients and practitioners. This includes the DAILIES® Choice Program (www.DAILIESCHOICE.com), which makes Alcon daily disposable contact lenses more affordable than ever for patients. The DAILIES® Choice Program has helped more of my patients experience the benefits of daily disposable contact lenses and increased our practice's annual supply

Vision correction among U.S. astigmats*



My patients consistently tell me how much they love DAILIES® AquaComfort Plus® Toric contact lenses. My new contact lens wearers are delighted by the comfort and visual clarity they experience. DAILIES® AquaComfort Plus® Toric contact lenses are also an ideal first toric contact lens option because they are easy to handle, with clear alignment markings, which makes insertion and removal easy.

My experienced contact lens wearers who switch to DAILIES® AquaComfort Plus® Toric contact lenses also appreciate the stability and visual clarity, as well as the all-day comfort, the lenses provide.¹³ They regularly tell me that for the first time, they can comfortably wear their contact lenses all day. Even giving happy monthly contact lens wearers the opportunity to try DAILIES® AquaComfort Plus® Toric contact lenses can make a huge difference in their satisfaction — they didn't know how much better their lens-wearing experience could be!

With the wide range of fit parameters available, I know I can fit DAILIES® AquaComfort Plus® Toric contact lenses on almost any astigmatic patient. Availability in both hyperopic and highly myopic prescriptions allows me to deliver precise vision to patients with even low amounts of astigmatism.

satisfy astigmatic patients' needs, and for me, the choice is easy: with DAILIES® AquaComfort Plus® Toric contact lenses, I can provide the vision, comfort and convenience my patients want.

National survey data suggest that the practice of "masking" low levels of astigmatism with spherical lenses is common, with more than twice as many astigmats wearing spherical contact lenses than toric contact lenses.⁹ While it may have been possible a few years ago to satisfy some astigmats with this approach, today's near vision demands make it more important than ever to correct all levels of astigmatism with toric lenses. Even for low-to-moderate astigmatism, toric contact lenses provide better visual acuity than spherical contact lenses across different visual conditions.^{9,11}

Beyond opting for a toric lens, it is important to recommend the right toric lens. Astigmats cite vision problems as a reason for contact lens dropout 3.5 times more than non-astigmats,⁹ so offering a lens that provides on-eye stability and helps support tear film stability is key. DAILIES® AquaComfort Plus® Toric contact lenses have an innovative dual thin zone Precision Curve® Design, developed with the unique material of the lens in mind, to provide exceptional rotational stability^{12*} and support clear vision.

sales of DAILIES®. Being able to provide lenses that patients love — and that support healthy lens-wearing habits — at a price competitive with or better than that of monthly or two-week replacement contact lenses makes recommending DAILIES® AquaComfort Plus® Toric contact lenses easy. Take advantage of the DAILIES® AquaComfort Plus® Toric contact lens opportunity and help your astigmatic patients see, look and feel their best today!

* Based on Focus® DAILIES® Toric contact lenses.

† ACUVUE is a trademark of Johnson & Johnson Vision Care, Inc.



DAILIES® Choice

SAVE up to
\$200[†]

New patients to contact lenses in the DAILIES® AquaComfort Plus® Family can SAVE up to \$200* on an annual supply via mail-in rebate

Help patients choose a healthy option with a fresh, new lens every day



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

DAILIES® Choice Program: Must be a new patient to DAILIES TOTAL1® or DAILIES® AquaComfort Plus® contact lenses or an existing patient that is switching within the DAILIES TOTAL1® or DAILIES® AquaComfort Plus® families. Must purchase an annual supply of DAILIES TOTAL1® or DAILIES® AquaComfort Plus® 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 www.DAILIESCHOICE.COM for complete terms and conditions.

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