Today’s contact lens wearers expect perfect visual clarity, comfort 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, and digital device use has negative impacts on blink frequency, blink length and tear film stability.2 With nearly half of the vision-corrected population also having at least 0.75D of astigmatism in one or both eyes, the imperfections we leave uncorrected are an unnecessary detriment to visual performance. Toric contact lenses present a real opportunity to 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 twice as many as many astigmats wearing spherical contact lenses than toric contact lenses.3 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.4

Beyond opting for a toric lens, it is important to recommend the right toric lens. Astigmatism cite vision problems as a reason for contact lens dropout 3.5 times more than non-astigmats,4 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 stability5 and support clear vision. 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 comfort1 and tear film stability — including superior tear film stability versus 1-Day ACUVUE® MOIST.12 The tear film helps maintain clear vision, comfort and ocular health,11 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 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!