WINNER
2011
CONTACT LENS
PRODUCT
OF THE YEAR

WINNER
2012
CONTACT LENS
PRODUCT
OF THE YEAR

Affordable Innovation

Introducing the world's first and only family of silicone hydrogel daily disposable contact lenses

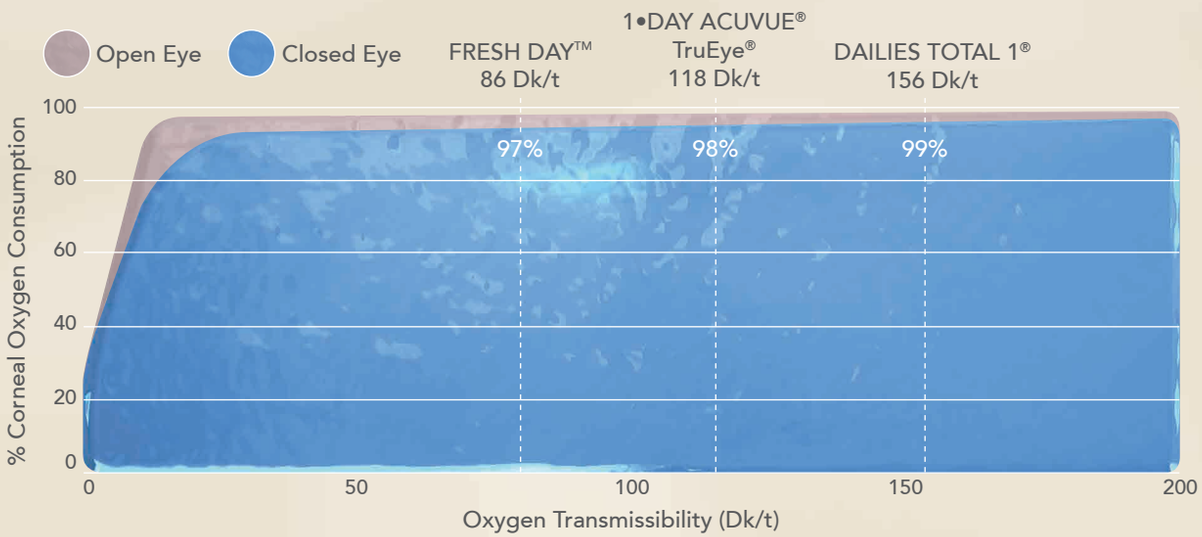
SAUFLON
Exclusively for Eye Care Professionals

VISION SOURCE®
SIGNATURE EYE CARE

Delivering The Right Balance

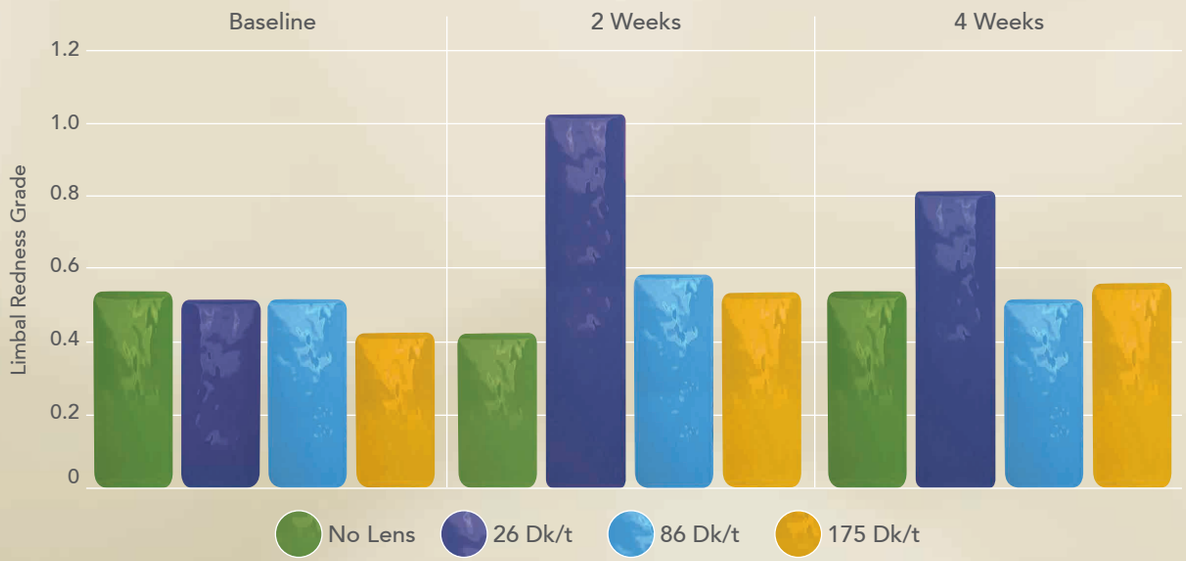
How much oxygen is enough?

It was initially considered that ever increasing Dk/t would deliver a comparable increase in corneal oxygenation. However, current research shows that once oxygen transmissibility of a lens increases above a certain level, the available oxygen at the cornea plateaus, representing a 'law of diminishing returns'.



Brennan N.A. Beyond flux: total corneal oxygen consumption as an index of corneal oxygenationduring contact lens wear. Optom. Vis Sci 2005; 82:467-472.

Limbal redness is a widely used indicator of corneal hypoxia. The chart below demonstrates that beyond a certain limit, increasing Dk/t delivers no additional clinical benefits.



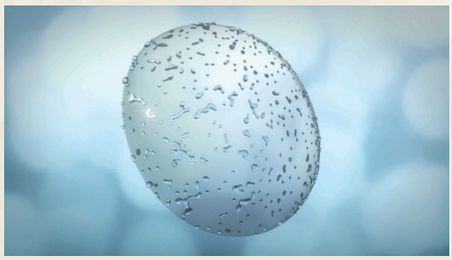
Maldonado-Codina C, Morgan P.B., Schnider C.M., Efron N. Short term physiological response in neophyte subjects fitted with hydrogel and silicone hydrogel contact lenses. Optom. Vis Sci 2004;81(12):911-921.

"In the absence of clear clinical benefits with ever increasing Dk/t values we must take into account other considerations, such as contact lens wearer comfort and vision."
Philip Morgan, PhD and Noel Brennan, PhD, Contact Lens Spectrum

The patented FRESH DAY™ material provides a perfect balance of exceptional ocular health and outstanding comfort

AquaGen™

Silicone molecules are hydrophobic, so they naturally repel water. FRESH DAY™'s unique AquaGen™ technology manipulates the structure of silicone molecules so they become hydrophilic, creating a lens that attracts and binds water molecules, holding them tightly to the lens surface. AquaGen optimizes the wettability of the lens surface, providing a lens with long-lasting comfort.



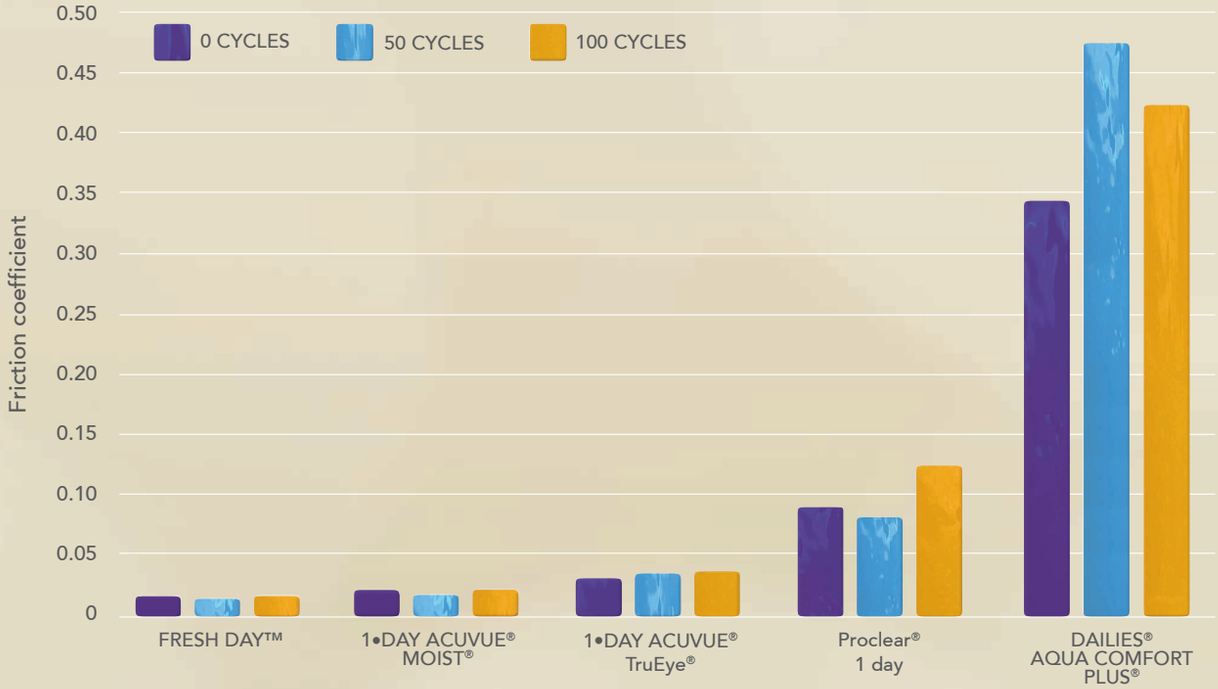
1. Hydrophobic silicone hydrogel lens surface

2. AquaGen manipulates the structure of silicone molecules making them hydrophilic

3. FRESH DAY™'s hydrophilic lens surface covering the entire lens

Lubricity

Because eyelids travel over 40 miles per year[1], the lubricity of the contact lens surface is an important factor in providing long-term contact lens comfort[2].



Coefficient of friction of a range of daily disposable lenses

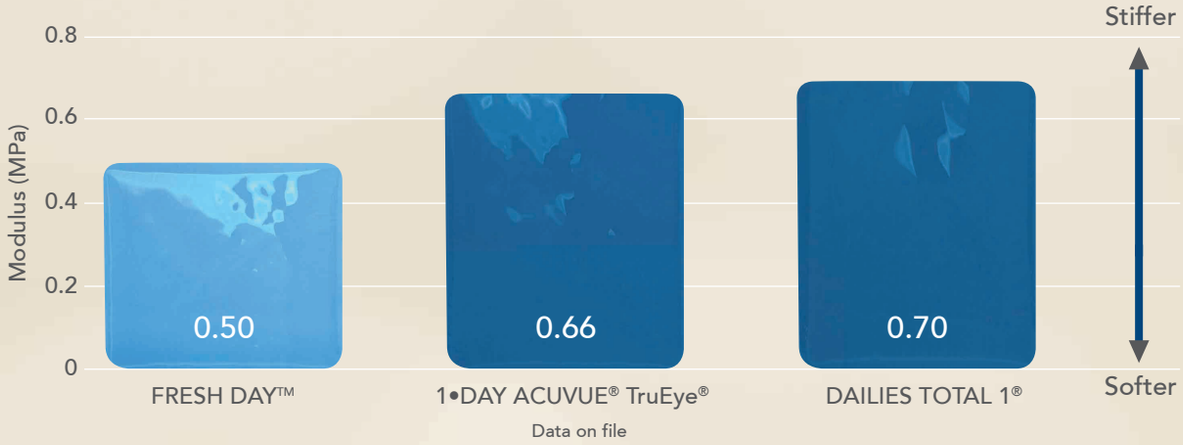
Roba M., Duncan E.G., Hill G.A., Spencer N.D., Tosatti S.G. Friction Measurements on Contact Lenses in Their Operating Environment. Tribol Lett. 2011;44:387-397.
Lubricity tests follow the methods of Ross et al, 2001. All lenses were soaked in 0.9% saline for 4 days, results shown are at 75 milliNewtons of force.

[1] Young, G. Exploring the relationship between materials and ocular health and comfort. Cont. Lens Spectr. 2007;22:37-40

[2] Brennan N.A., et al. Supporting data linking coefficient of friction and comfort. 2013 BCLA Clinical Conference-Session 17; Lenses and Design.

Modulus

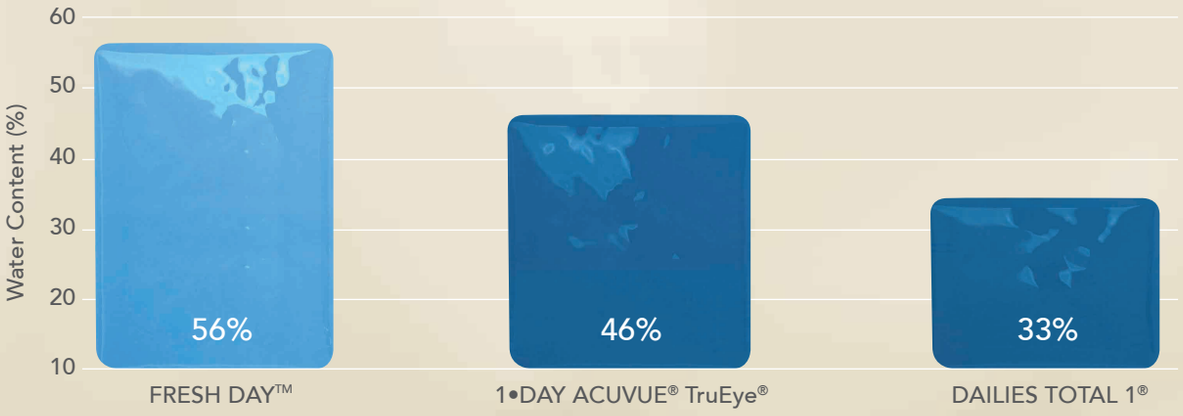
The flexibility of a lens is an important factor when ensuring optimal comfort and fit. Lower modulus materials help reduce lens awareness and enhance patient comfort. FRESH DAY™ has the lowest modulus of any silicone hydrogel daily disposable contact lens and is comparable with the most comfortable hydrogel lenses.



Data on file

Water content

The water content of the FRESH DAY™ family is similar to that of hydrogel lenses which, combined with AquaGen™ technology, supports excellent all day comfort. FRESH DAY™ is the only high water content silicone hydrogel daily disposable lens.



Manufacturer's quoted core water content

UV protection

During daylight hours our eyes are exposed to the dangers of UV damage. The FRESH DAY™ family has built-in UV protection, filtering harmful UVA & UVB rays, helping promote long term ocular health.

UV BLOCKING

WINNER* **2011** CONTACT LENS PRODUCT OF THE YEAR

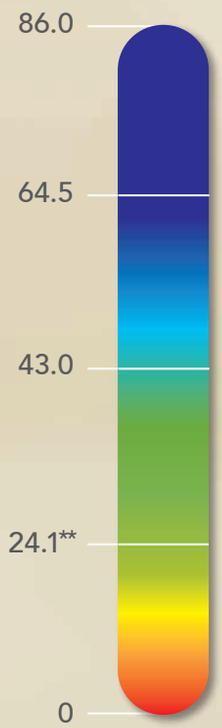
Silicone hydrogel daily disposable contact lens

Product specifications

Material	somofilcon A
Water content	56%
Base curve	8.60mm
Diameter	14.1mm
Power range	-0.50 to -6.00 (0.25DS steps)
	-6.50 to -10.00 (0.50DS steps)
	+0.50 to +6.00 (0.25DS steps)
	+6.50 to +8.00 (0.50DS steps)
Center thickness (@ -3.00DS)	0.07mm
Dk/t (@ -3.00DS)	86
Modulus	0.5MPa
Packaging	90 pack

Oxygen transmissibility

Oxygen transmissibility is crucial to maintaining ocular health. FRESH DAY™ ensures 97% corneal oxygen consumption and transmits more than the recommended amount of oxygen** across the whole lens surface, ensuring ocular health is never compromised.



Oxygen profiles

(-3.00 SPH)
FRESH DAY™
Dk/t=86

(-6.00 SPH)
FRESH DAY™
Dk/t=86

** Holden B.A., Mertz GW. Critical oxygen levels to avoid corneal edema for daily and extended wear contact lenses. Invest Ophthalmol. Vis. Sci. 1984;25: 1161.

*Awarded by *Optician*, a leading UK optometric publication, as voted for by a panel of recognized UK Eye Care Professionals

WINNER* 2012 CONTACT LENS PRODUCT OF THE YEAR

The world's first silicone hydrogel, daily disposable, toric contact lens

Product specifications

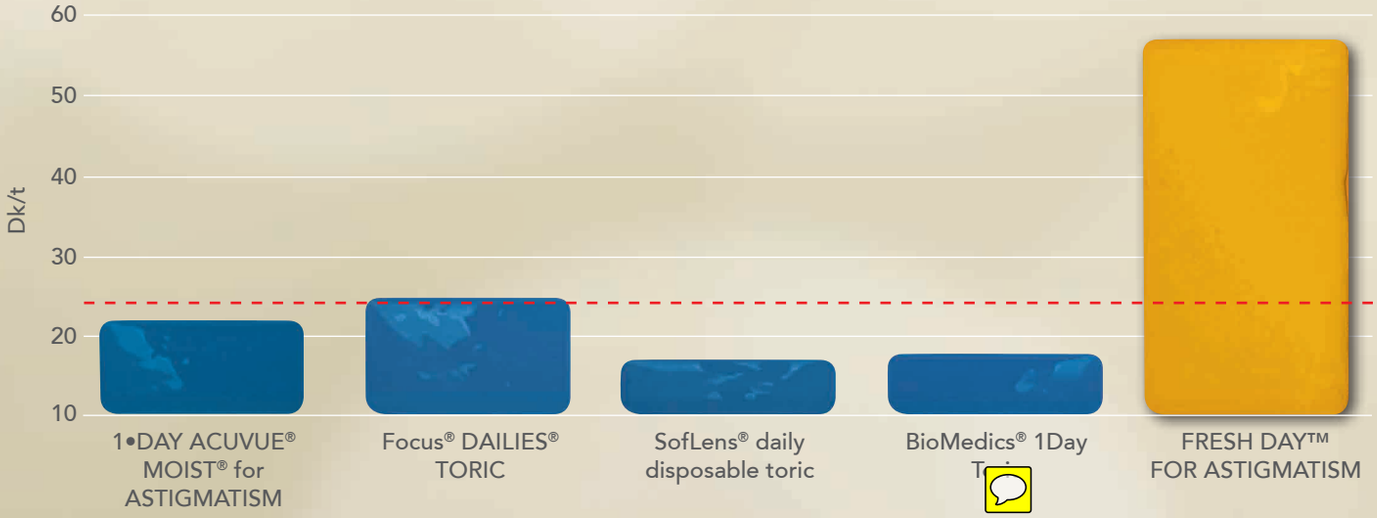
Material	somofilcon A
Water content	56%
Base curve	8.60mm
Diameter	14.3mm
Center thickness (@ -3.00DS)	0.105mm
Dk/t (@ -3.00DS)	57
Modulus	0.5MPa
Packaging	30 pack

Design

- Back surface toric
- Prism Ballast design
- Aspheric front optic zone to minimize aberrations
- Prism-free periphery for improved comfort and Dk/t
- Constant edge thickness with 360° comfort chamfer
- Location mark at 6 o'clock

Oxygen transmissibility

FRESH DAY™ FOR ASTIGMATISM provides up to 3 times the oxygen transmissibility of some conventional hydrogel daily disposable toric lenses, which helps maintain optimal ocular health.



Holden B.A., Mertz GW. Critical oxygen levels to avoid corneal edema for daily and extended wear contact lenses. Invest Ophthalmol. Vis. Sci. 1984;25: 1161.

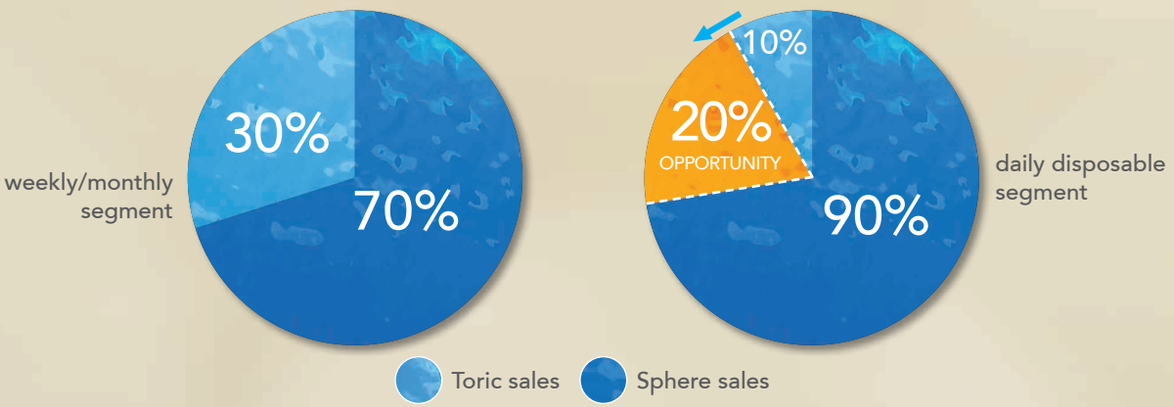
*Awarded by *Optician*, a leading UK optometric publication, as voted for by a panel of recognized UK Eye Care Professionals

The daily disposable toric lens with the world's largest power range

SPHERE POWER		CYLINDER POWER	AXIS
Plano to -6.00 -6.50 to -9.00	(0.25DS steps) (0.50DS steps)	-0.75 -1.25 -1.75	160 170 180 10 20 60 70 80 90 100 110 120
+0.25 to +4.00	(0.25DS steps)		160 180 20 70 90 110
Plano to -6.00 -6.50 to -9.00	(0.25DS steps) (0.50DS steps)	-2.25	160 170 180 10 20 90

Untapped toric opportunity in the daily disposable category

When we compare the proportion of sales attributable to toric lenses in the weekly/monthly and daily segments, we can assume that there is a 20% untapped opportunity. With an even larger power range in FRESH DAY™ FOR ASTIGMATISM more astigmats can benefit from the comfort, convenience and health of silicone hydrogel daily disposable lenses.



Note: Multifocal lenses removed for calculation

Morgan P.B. et al. International Contact Lens Prescribing in 2011. Cont. Lens Spectr.2012;27:26-31.

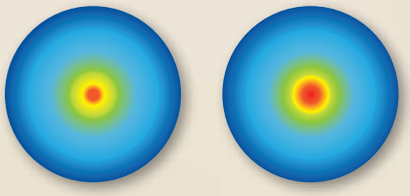
The world's first silicone hydrogel, daily disposable, multifocal contact lens

Product specifications

Material	somofilcon A
Water content	56%
Base curve	8.60mm
Diameter	14.1mm
Power range	+5.00 to -6.00 (0.25DS steps)
Additions	LOW: ADDS up to +2.25 HIGH: ADDS +2.25 to +3.00 See manufacturer's fitting guide
Center thickness (@ -3.00DS)	0.07mm
Dk/t (@ -3.00DS)	86
Modulus	0.5MPa
Packaging	30 pack

Simultaneous Vision

- Center near
- Peripheral distance
- Smooth progression of intermediate vision



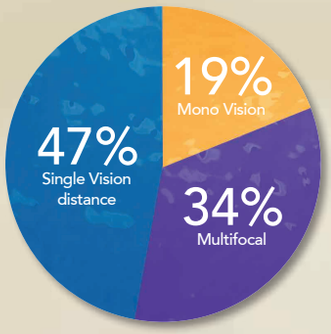
The multifocal opportunity

Many presbyopes are already contact lens wearers - FRESH DAY™ MULTIFOCAL allows you to keep them in healthy lenses for longer

Research shows multifocal lenses can give better long term vision than monovision[1]

Studies show 7/10 patients prefer multifocal to monovision[2]

47% of presbyopic contact lens wearers may rely on reading glasses



US Presbyopic Contact Lens Wearers[3]

[1] Fernandes P. et al. Adaption phenomena to multifocal and monovision contact lens correction: Biofinity multifocal vs. Monovision, 2012 BCLA Clinical Conference Poster.
[2] Richdale F. Et al. Comparison of Multifocal and Monovision soft contact lens correction in patients with low astigmatic presbyopia, Optom Vis Sci 2006 83:266-27.
[3] Morgan P.B. et al. International Contact Lens Prescribing in 2012. Cont. Lens Spectr. 2013;28:31-38.

For crisp, clear vision at all distances follow these simple steps

STEP 1

Up-to-date spectacle refraction

Least minus/most plus, vertex corrected, distance vision correction with near addition.
Calculate best sphere (spherical equivalent) for distance vision.

Establish ocular dominance by blur test

Wearing distance correction with both eyes open and viewing 20/20 line, pass a +2.00 lens alternately in front of each eye. The eye in which the blur is more noticeable with the +2.00 lens is the dominant eye.

STEP 2

Lens selection

Starting with Best Sphere for distance vision use the table below to select the initial trial lens:

	Ocular Dominance	Spectacle ADD +0.75 to +1.75	Spectacle ADD +2.00 to +2.25	Spectacle ADD +2.50 and higher
Hyperopes	Dominant Eye Non Dominant Eye	BS LOW BS +0.25DS LOW	BS +0.25DS LOW BS +0.50DS LOW	BS +0.25DS LOW BS +0.25DS HIGH
Myopes Emmetropes	Dominant Eye Non Dominant Eye	BS LOW BS LOW	BS LOW BS +0.50DS LOW	BS +0.25DS LOW BS +0.25DS HIGH

Fitting guidelines for initial lens selection for FRESH DAY™ MULTIFOCAL

BS = Best Sphere LOW = Low ADD HIGH = High ADD

STEP 3

Initial adaptation

Allow lenses to settle for at least 20 minutes outside of the consulting room and in a 'real world' setting. During this adaptation time the wearer should be encouraged to look at both distant objects such as road signs or buildings and near objects such as a watch or a cell phone.

STEP 4

Evaluate trial lenses

First acquire patient's subjective assessment of distance and near vision on a scale of 1-10 where 10 is excellent.

Measure distance and near visual acuity under binocular conditions.
If vision and fit are acceptable, dispense trial lenses with a follow up assessment in one week.

If vision is satisfactory it is highly recommended that further enhancements of vision are not attempted at this initial visit as the wearer needs to adapt to the lenses in their own environment.

If enhancement is needed at this stage:
- To improve distance vision add -0.25DS to the dominant eye
- To improve near vision add +0.25DS to the non-dominant eye

Enhancing vision after trial period

If after a trial period with the initial lenses further enhancement is required follow these steps using handheld +/-0.25DS twirls and without occlusion.

Distance vision enhancement

Starting with 0.25DS steps and dominant eye, determine the amount of additional plus or least minus over one or both eyes that improves distance vision but without affecting near vision.

Near vision enhancement

Starting with 0.25DS steps and non dominant eye, determine the most plus, least minus over one or both eyes that improves near vision without affecting distance vision.

Top ten tips for multifocal fitting

1. Careful patient selection with realistic expectations set.
2. Do not attempt to correct astigmats with greater than 0.75DC.
3. Use up-to-date most plus, least minus vertex distance corrected best sphere prescription.
4. Adhere to manufacturer's suggested fitting guidelines.
5. Assess vision in good illumination and with real life scenarios common to wearer e.g. computer, cell phone, driving distances etc.
6. Do not use phoropter or trial frame when assessing/improving vision. Use handheld trial lenses without occlusion.
7. Use 0.25DS steps when altering lenses. It is unusual for more than 0.25DS changes to be needed. THINK SMALL!
8. Take care when adding additional minus power for distance vision that near vision is not affected.
9. Always use lowest ADD power possible to achieve acceptable near vision.
10. If patient is happy with visual acuity do not attempt to refine to best Snellen acuity. Remember, on a scale of 1-10 anything over 6 could be considered acceptable.

Examples of initial lens selection

Hyperope with right eye dominant

Least minus/most plus vertex corrected prescription of:

Right eye: +1.75/-0.50 x 180 Left eye: +2.25DS ADD 2.50
Adjusted for BS: Right eye +1.50DS Left eye +2.25DS

Initial lens selection using lens selection table (step 2):

Right eye +1.75 LOW (addition of +0.25 is made to BS and a LOW ADD selected for dominant eye)
Left eye +2.50 HIGH (addition of +0.25 is made to BS and a HIGH ADD selected for non dominant eye)

Myope left eye dominant

Least minus/most plus correction vertex corrected prescription of:

Right eye: -3.00/-0.75 x 180 Left eye: -2.75/-0.25 x 170 ADD 1.25
Adjusted for BS: Right Eye -3.25DS Left Eye -2.75DS

Initial lens selection using lens selection table (step 2):

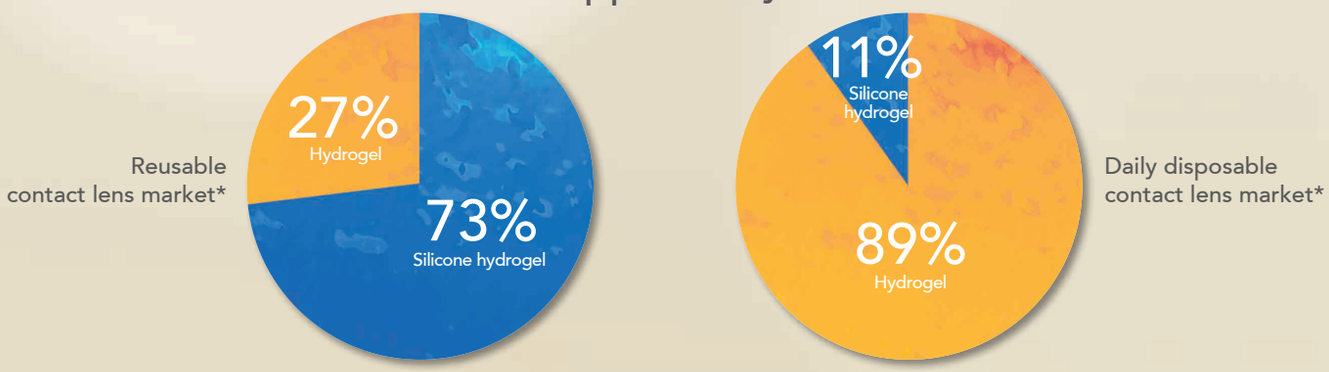
Right eye -3.25 LOW (no addition is made to BS and non dominant eye has LOW ADD)
Left eye -2.75 LOW (no addition is made to BS and dominant eye has LOW ADD)

FRESH DAY™ family - The perfect upgrade

The FRESH DAY™ family brings an end to compromise. For the first time patients can benefit from the convenience of daily disposable lenses and the health of silicone hydrogel, whether they require sphere, toric or multifocal lenses.

Given the significant health benefits of silicone hydrogel, not surprisingly this material now accounts for about 73% of reusable contact lenses. Silicone hydrogel daily disposable lenses are worn by 11% of daily disposable contact lens patients and this modality is the fastest growing contact lens sector; therefore the opportunity to upgrade these patients into silicone hydrogel lenses presents a clear clinical and commercial advantage to the Eye Care Professional and optimal comfort, health and convenience for patients.

Opportunity



The FRESH DAY™ family offers affordable innovation and a genuine upgrade into a premium silicone hydrogel lens, without the premium price. Allowing for a low or no-cost upgrade ensures many patients can experience the ocular health and comfort of silicone hydrogel lenses.

The world's first and only family of silicone hydrogel daily disposable contact lenses.

*Sauflon estimate based on current fits.

Affordable Innovation

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