WANT TO SATISFY MORE CONTACT LENS WEARERS?

AIR OPTIX®—the only family of contact lenses with TriComfort™ Technology—for satisfied, loyal wearers who will help your business grow.
**THE CHALLENGE**

Each year, 12% of contact lens wearers drop out\(^1\)—meaning a loss of revenue and customer needs going unmet.

![Main reasons for contact lens dropout chart]

The main reason why wearers drop out of contact lenses is discomfort and irritation: Customers who are uncomfortable in their contact lenses are not satisfied and unsatisfied customers do not build customer loyalty.

**THE SOLUTION**

**AIR OPTIX\(^®\)—the only family of silicone hydrogel contact lenses with unique TriComfort™ Technology.**

Only AIR OPTIX\(^®\) brand contact lenses have unique TriComfort™ Technology for a healthy, natural feeling and comfort all day, every day, until the end of the wearing period.

AIR OPTIX\(^®\) contact lenses' TriComfort™ Technology allows you to create very high satisfaction levels amongst contact lens wearers\(^2\)—helping you reduce the risk of dropouts.
**THE TECHNOLOGY**

Unique TriComfort™ Technology combines **high oxygen transmissibility,** moisture retention and superior deposit resistance all in one contact lens.

**Breathable**

- The AIR OPTIX® family of contact lenses is produced from unique materials with high oxygen transmissibility to allow up to 5x more oxygen through the lens than traditional soft contact lenses.

Benefit: White, healthy-looking eyes.

**Retains Moisture**

- The material of AIR OPTIX® contact lenses has been engineered to incorporate hydrophilic or “water loving” elements in the contact lens matrix to minimize the rate of lens dehydration.

Benefit: Comfort all day long.

**Resists Deposits**

- AIR OPTIX® contact lenses undergo a proprietary plasma surface-treatment—resulting in a smooth surface with superior deposit resistance, preventing lipid adherence.

- The plasma treatment makes the AIR OPTIX® contact lens surface hydrophilic for superior wettability, which delivers a comfortable lens wearing experience all day long.

Benefit: Crisp, clear vision and comfortable lens wear.
THE PROOF

AIR OPTIX® brand contact lenses with TriComfort™ Technology guarantee high wearer satisfaction levels.

Results of a market survey of 433 AIR OPTIX® brand contact lens wearers show very high satisfaction levels¹.

94% of AIR OPTIX® brand contact lens wearers say they are satisfied with their contact lenses¹.

91% say their contact lenses feel natural on their eyes¹.

85% say their contact lenses feel comfortable all day long and 8 out of 10 say the lenses still feel comfortable at the end of the wearing period¹.

91% say their contact lenses provide crisp, clear vision all day long¹.

90% say they will continue to use them in the future¹.

86% say they would recommend them to a friend¹.

Satisfied customers are loyal customers—bringing referrals and increased profit to your business.
AIR OPTIX® FAMILY OF BREATHABLE CONTACT LENSES

A wide range for virtually all types of wearers.

AIR OPTIX® AQUA

- Up to 5 times more oxygen through the lens than traditional hydrogel contact lenses for white, healthy-looking eyes
- The proprietary lens material helps to retain moisture for comfort all day, every day, for the whole wearing period
- Superior deposit resistance for clean lenses contributing to crisp, clear vision
- For myopes and hyperopes +6.00 to -10.00 D / 14.2 mm diameter / 8.6 mm base curve

AIR OPTIX® AQUA MULTIFOCAL

- With Precision Profile Design for smooth transition between near, intermediate and far zones and crisp clear vision at all distances
- 3 ADD powers: low, medium and high to fit presbyopes sooner and smoothly transition them through the different stages of presbyopia
- Contains a unique moisture agent adding more comfort: ideal for presbyopic eyes that might suffer from more dryness
- For presbyopes +6.00 to -10.00 D / 14.2 mm diameter / 8.6 mm base curve and 3 ADD powers

AIR OPTIX® for ASTIGMATISM

- With Precision Balance 8|4™ design for exceptional stability, predictability and visual acuity
- 4,104 parameter combinations to choose from and satisfy nearly all of your astigmatic customers
- Up to 6 times more oxygen through the lens than traditional toric hydrogel contact lenses for white, healthy-looking eyes
- Easy fit: 95% of eyes were successfully fit with the first lens
- For astigmats: 4,104 parameters, 14.5 mm diameter, 8.7 mm base curve, 4 cylinders, 18 axes — all axes per 10° (10° to 180°)

AIR OPTIX® NIGHT & DAY® AQUA

- Provides you the assurance your customers get the highest level of oxygen transmissibility (Dk/t at -3.00D: 175) of any available soft contact lens, even when they nap or sleep in their lenses
- For up to 30 nights of continuous wear as determined by an eye care professional
- Great aspheric lens design for optimised comfort, lens fit and visual acuity
- For myopes and hyperopes +6.00 to -10.00 D / 13.8 mm diameter / 8.4 & 8.6 mm base curve

A healthy, natural feeling and comfort all day, every day, until the end of the wearing period.
With very high customer satisfaction levels, now is the time to fit even more contact lens wearers in the AIR OPTIX® family of breathable contact lenses.

Order your free trial lenses now and see how TriComfort™ Technology can help lead to satisfied, loyal customers, increased referrals and business growth.

Choose AOSEPT® PLUS as the care product for silicone hydrogel contact lenses.

Order your free AIR OPTIX® trial lenses and AOSEPT® PLUS starter kits today at xxxxxx.com or call 1-XXX-XXX-XXXX.

Visit airoptix.com for more details.

*CIBA VISION® is the Vision Care Unit of ALCON

**High oxygen transmissible lenses. AIR OPTIX® AQUA and AIR OPTIX® AQUA MULTIFOCAL Dk/t=138 @ -3.00D. AIR OPTIX® NIGHT & DAY® AQUA Dk/t=175 @ -3.00D. AIR OPTIX® for ASTIGMATISM Dk/t=108 @ -3.00D. Other factors may impact eye health. **Other factors may impact eye health, comfort and vision.

Important Information for AIR OPTIX® AQUA (lotrafilcon B) and AIR OPTIX® AQUA MULTIFOCAL (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights as determined by an eye care professional for near/far-sightedness and/or presbyopia. AIR OPTIX® NIGHT & DAY® AQUA (lotrafilcon A) contact lenses: For daily wear or extended wear up to 30 nights as determined by an eye care professional. AIR OPTIX® for ASTIGMATISM (lotrafilcon A) contact lenses: For daily wear. 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.

High oxygen transmissible lenses. AIR OPTIX® AQUA and AIR OPTIX® AQUA MULTIFOCAL Dk/t=138 @ -3.00D. AIR OPTIX® NIGHT & DAY® AQUA Dk/t=175 @ -3.00D. AIR OPTIX® for ASTIGMATISM Dk/t=108 @ -3.00D. Other factors may impact eye health. **Other factors may impact eye health, comfort and vision.

Important information for AIR OPTIX® AQUA (lotrafilcon B) and AIR OPTIX® AQUA MULTIFOCAL (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights as determined by an eye care professional for near/far-sightedness and/or presbyopia. AIR OPTIX® NIGHT & DAY® AQUA (lotrafilcon A)
contact lenses: For daily wear or extended wear up to 30 nights as determined by an eye care professional.
AIR OPTIX® for ASTIGMATISM (lotrafilcon B)
contact lenses: For daily wear. 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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