THE DAILIES® FAMILY OF CONTACT LENSES
WITH UNIQUE BLINK-ACTIVATED MOISTURE
FOR ALL-DAY REFRESHING COMFORT.

DAILIES® Brand Contact Lenses
Why DAILIES® brand contact lenses?

The DAILIES® family of contact lenses are the only daily disposable lenses featuring Blink-Activated Moisture Technology for all-day comfort. This allows your customers to have a refreshingly comfortable contact lens-wearing experience.

RECOMMEND THE FAMILY OF CONTACT LENSES THAT REFRESHES WITH EVERY BLINK, 14,000 TIMES A DAY.

Your customers blink over 14,000 times a day. With all DAILIES® brand contact lenses, a moisturizing agent is released with every blink, helping to support a stable tear film and providing comfort throughout the day.
**DAILIES® AQUACOMFORT PLUS® CONTACT LENSES**

Your customers can blink, refresh and enjoy.

**SOLUTION WITH ADDED HPMC FOR A COMFORT DROP EFFECT.**

- HPMC is a high viscosity polymer often found as the primary ingredient in comfort drops used to relieve eye discomfort.
- HPMC provides an initial cushioning effect when inserting the lens for truly superior comfort on insertion. Ideal for first-time wearers.

**DAILIES® AQUACOMFORT PLUS® CONTACT LENSES RELEASE BLINK-ACTIVATED MOISTURE EXACTLY WHERE IT IS NEEDED THROUGHOUT THE DAY.**

- Two ingredients, PEG and PVA, work in synergy to continuously lubricate the lens and deliver outstanding all-day comfort.
- Moisturizing agents are gradually released over a 20-hour period.²,³

**DAILIES® AQUACOMFORT PLUS® CONTACT LENSES PROVIDE SUPERIOR TEAR FILM STABILITY, A KEY BENEFIT FOR YOUR CUSTOMERS.**

- DAILIES® AquaComfort Plus® contact lenses work with the eye’s natural blinking, releasing PVA and helping to maintain a stable tear film all day.
- A stable tear film is essential for quality of vision, comfort and a successful lens-wearing experience.
TREAT YOUR CUSTOMERS TO A POSITIVE FIRST EXPERIENCE WITH DAILIES® AQUACOMFORT PLUS® CONTACT LENSES.

In a clinical study with 291 first-time wearers:

- **85%** agreed that DAILIES® AquaComfort Plus® contact lenses are comfortable to wear.\(^5\)
- **62%** agreed that DAILIES® AquaComfort Plus® contact lenses improve their confidence when playing sports.\(^5\)
- **85%** of those who wore DAILIES® AquaComfort Plus® contact lenses agreed they adjusted to wearing contact lenses quickly.\(^5\)

UNIQUE DAILIES® AQUACOMFORT PLUS® BLINK-ACTIVATED MOISTURE TECHNOLOGY HELPS DELIVER A HIGH LEVEL OF COMFORT EACH AND EVERY DAY.

- HPMC acts like a comfort drop for outstanding comfort after insertion making it an ideal choice for new contact lens wearers.
- Outstanding tear film stability\(^4\) for all-day comfort.
- A true daily disposable contact lens designed for single-use compliance\(^1\).
FOCUS® DAILIES® TORIC CONTACT LENSES

Europe’s #1 leading brand of daily disposable toric contact lenses.  

EASY TO FIT WITH ONE BASE CURVE AND CONVENIENT SCRIBE MARKS.

- **Toric Back Surface Design** for stable vision
- **Dual Thin Zone Design** for stability and comfort
- **Scribe Marks** at 3 and 9 o’clock make it easy to measure rotation for accurate fitting
- **DAILIES® Lens Tri-Curve Design** for consistently thin, comfortable edge regardless of power
- **OK Inversion Indicator** helps make this lens easy for wearers to insert
- **Constant Thickness Differential** for stabilization across all powers

NOTE: “OK” Inversion Indicator may orient either in the 6 or 12 o’clock position.

DESIGNED FOR STABILITY.

- Stable on-eye performance with more than 92% of lenses having less than 3° oscillation with blink.
- With unique design and one base curve, 98% of lenses center well at dispensing.
- 99% of lenses have acceptable or optimal fit at dispensing.
FOCUS® DAILIES® TORIC CONTACT LENSES PROVEN SUPERIOR VS. 1•DAY ACUVUE® MOIST® FOR ASTIGMATISM CONTACT LENSES ON KEY MEASURES.

SUPERIOR CENTRATION
- FOCUS® DAILIES® Toric contact lenses center better than 1•DAY ACUVUE® MOIST® for Astigmatism contact lenses.
- Centration, particularly in toric contact lenses, contributes to better vision.

SUPERIOR VISION
- FOCUS® DAILIES® Toric contact lenses performed better than 1•DAY ACUVUE® MOIST® for Astigmatism contact lenses in overall vision and constant/stable vision.
- Unique design and proprietary LIGHTSTREAM® Lens Technology for excellent optics.

SUPERIOR COMFORT
- FOCUS® DAILIES® Toric contact lenses performed better than 1•DAY ACUVUE® MOIST® for Astigmatism contact lenses on comfort ratings.
- Unique lens design, proprietary Blink-Activated Moisture Technology and LIGHTSTREAM® Lens Technology for clinically proven superior comfort.

FOCUS® DAILIES® TORIC CONTACT LENSES PERFORMED BETTER THAN 1•DAY ACUVUE® MOIST® FOR ASTIGMATISM CONTACT LENSES IN OVERALL SATISFACTION.
FOCUS® DAILIES® PROGRESSIVES CONTACT LENSES

Comfort, freedom and convenience for presbyopic customers.

- Unique progressive power profile delivers clear, uninterrupted vision at all distances.
- Efficient fit with one progressive add with an effective range of up to +3.00D.
- Smooth transitions with a continuous power increase.
- Proprietary LIGHTSTREAM® Lens Technology ensures quality and excellent reproduction for consistently high lens performance.
- Comfortable, convenient vision correction for the expanding presbyopic market.

FOCUS® DAILIES® FAMILY OF CONTACT LENSES:
THE REFRESHINGLY COMFORTABLE CHOICE FOR A WIDE RANGE OF CUSTOMERS.

- Blink-Activated Moisture Technology
- Manufactured with LIGHTSTREAM® Lens Technology for excellent optics
- True daily disposable contact lenses
- The leading contact lens brand in Europe6††

References:
3. Laboratory study comparing release profiles; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2007.
5. In a randomized, parallel group clinical study with 291 neophyte wearers who were masked to the sponsor at 26 sites; CIBA VISION data on file, 2010.
6. Third-party market industry report, December 2011 past 12 months.
7. Based on a calculation of the estimated worldwide population growth of people aged 45 and older.

Also Available:

FOCUS® DAILIES® CONTACT LENSES

- A comfortable daily disposable contact lens.
- No lens care, no hassle.
Versus DAILIES® All Day Comfort, 1DAY ACUVUE® MOIST® and SofLens® daily disposable contact lenses. *Compliance with manufacturer-recommended replacement schedule. †Europe defined as France, Germany, Italy, Spain and United Kingdom. ††Based on subjective ratings. †‡Based on subjective ratings on 1 to 10 scale, with 1=poor and 10=excellent.

References: 1. Compared to FOCUS® DAILIES® lenses, CIBA VISION data on file, 2007. 2. Winterton L., Lally J., Sentell K., Chapoy L. The elution of poly (vinyl alcohol) from a contact lens: The realization of a time release moisturizing agent/artificial tear. J Biomed Mater Res B Appl Biomater. 2007;80B:424-432. 3. Laboratory study comparing release profiles; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2007. 4. Wolffsohn J., Hunt O., Chowdhry A. Objective clinical performance of 'comfort enhanced' daily disposable soft contact lenses. Contact Lens & Anterior Eye. 2010; 33: 88-92. 5. In a randomized, parallel group clinical study with 291 neophyte wearers who were masked to the sponsor at 26 sites; CIBA VISION data on file, 2010. 6. Third-party market industry report, December 2011 past 12 months. 7. In a randomized, subject-masked-to-sponsor clinical study at 19 sites with 233 patients; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2011. 8. In a clinical study of 54 wearers; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2008. 9. Based on a calculation of the estimated worldwide population growth of people aged 45 and older.

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See instructions for use leaflet for complete wear, care and safety information.

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