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Introducing DAILIES TOTAL1[®] Water Gradient Silicone Hydrogel Contact Lenses

DAILIES TOTAL1[®] Water Gradient Silicone Hydrogel (SiHy) contact lenses represent a new era of comfort. They are the first water gradient silicone hydrogel daily disposable contact lenses featuring an increase from 33% to over 80% water content from core to surface. This innovative contact lens has the highest surface lubricityⁱ and the highest breathability (or oxygen transmissibility) of any leading daily disposable contact lensⁱⁱ, delivering exceptional comfort that lasts through to the end of the day.



Need for improved contact lens comfort

Research has shown that as many as 44%ⁱⁱⁱ of all contact lens wearers report experiencing discomfort. Discomfort, at 48%, is the number one reason cited for drop out^{iv}. This statistic is important when one considers that an estimated 2.6 million people drop out of contact lens wear each year in Europe alone^v. Additionally, comfort represents the number 1 barrier to try contact lenses among new wearers (CV data on file 2006)

DAILIES TOTAL1[®] Water Gradient SiHy Lenses are specifically designed to address contact lens discomfort. They are water gradient SiHy contact lenses which provide outstanding end-of-day comfort, and the highest lubricity available in a daily disposable contact lensⁱ.

Water gradient technology explained

DAILIES TOTAL1[®] Water Gradient SiHy contact lenses are the first water gradient silicone hydrogel contact lenses featuring an increase from 33% to over 80% water content from core to surface. This unique design delivers a highly lubricious lens surface. The water gradient innovation of DAILIES TOTAL1[®] lenses is enabled through CIBA VISIONS[®]* newest generation of LightStream[®] manufacturing technologyⁱ.

ⁱ Based on critical coefficient of friction measured by inclined plate method; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2011

ⁱⁱ Based on the ratio of lens oxygen transmissibility; CIBA VISION data on file, 2010

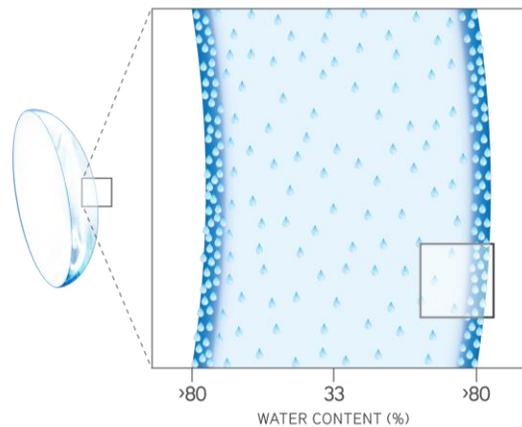
ⁱⁱⁱ Third Party Industry Report Europe, 2010

^{iv} CIBA VISION data on file, 2008

^v CIBA VISION data on file, 2008

DAILIES TOTAL1[®] BACKGROUND INFORMATION

WATER GRADIENT TECHNOLOGY



- **At the core**

At the core, DAILIES TOTAL1[®] Water Gradient SiHy contact lenses have a water content of 33%, which allows exceptional oxygen transmissibility - the highest of any daily disposable contact lens with a Dk/t of 156 (Dk/t @ -3.00D)^{vi}.

- **Transition zone**

Between the core and surface, DAILIES TOTAL1[®] lenses have a transition zone where the water content changes from 33% to over 80%.

- **At the surface**

At their surface, the new contact lenses have a water content of over 80% - nearly the same as the surface of the cornea. The highly wettable, lubricious surface helps minimize friction and interaction with the eye's delicate tissue.

DAILIES TOTAL1[®] Water Gradient SiHy contact lenses consumer experience data

DAILIES TOTAL1[®] lenses demonstrate superior lubricity to all other leading daily disposable lenses^{vii}. Studies show that the new contact lenses maintain 100% of their lubricity, even after a

^{vi} Based on the ratio of lens oxygen transmissibility; CIBA VISION data on file, 2010

^{vii} Based on critical coefficient of friction measured by inclined plate method; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2011

*CIBA VISION is the Vision Care Unit of Alcon, a Novartis Company

DAILIES TOTAL1[®] BACKGROUND INFORMATION

full day of wear.^{viii} Significantly, in a clinical study, more than four out of five wearers agreed that DAILIES TOTAL1[®] lenses are so comfortable that they didn't feel anything.^{ix}

DAILIES TOTAL1[®] Water Gradient SiHy contact lenses have been shown to deliver excellent consumer satisfaction. Clinical results^x demonstrated that:

- 93% of wearers were satisfied with DAILIES TOTAL1[®] lenses
- 93% agreed DAILIES TOTAL1[®] lenses felt silky smooth
- 88% agreed DAILIES TOTAL1[®] lenses provide the feeling of silky soft moisture, and over three-quarters (76%) agreeing this feeling lasted all day
- 83% said DAILIES TOTAL1[®] lenses were so comfortable they didn't feel anything and 74% confirmed that even at the end of the day, they still did not feel anything

DAILIES TOTAL1[®] Water Gradient SiHy contact lenses technical information

DAILIES TOTAL1[®] lenses have a diameter of 14.1mm, an 8.5mm base curve, and a centre thickness of 0.09mm at -3.00D. They are made from a new material, called delectilcon A, which has a modulus of 0.7MPa.

DAILIES TOTAL1[®] lenses are available in trial packs of five, and retail packs of 30 and 90 contact lenses. DAILIES TOTAL1[®] lenses are initially available with a power range (diopter) of -0.50 to -6.00 (in 0.25 steps); and -6.50 to -8.00 (in 0.50 steps). A power range of -8.50 to -10.00 will be available soon.

DAILIES TOTAL1[®] Water Gradient SiHy contact lenses availability

DAILIES[®] TOTAL1[®] contact lenses are available in the Nordic countries from November 1st, 2011.

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^{viii} CIBA VISION data on file, 2011

^{ix} In a clinical study with 80 subjects; CIBA VISION data on file, 2011

^x In a clinical study with 80 subjects; CIBA VISION data on file, 2011