

TOTAL
WORTH
THE WAIT



LAUNCH PARAMETERS

Cylinder Powers	-0.75D, -1.25D, -1.75D
Axes	10, 20, 70, 80, 90, 100, 110, 160, 170, 180
Sphere Powers	Core minus (plano to -6.00D)
Total Parameters	750
% of Population	49%
% of Potential Sales	62%

The lens you've been waiting for is almost here.
An Alcon rep will contact you soon with more information.

References: 1. Perez-Gomez I, Giles T. European survey of contact lens wearers and eye care professionals on satisfaction with a new water gradient daily disposable contact lens. *Clinical Optometry*. 2014;6:17-23. 2. Pitt W, Jack D, Zhao Y, Nelson J, Pruitt J. Loading and release of a phospholipid from contact lenses. *Optom Vis Sci*. 2011;88(4):502-506.

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

SO CLOSE YOU
CAN ALMOST
SEE IT



THE LENS THAT FEELS LIKE NOTHING¹

AVAILABLE SEPTEMBER 2020

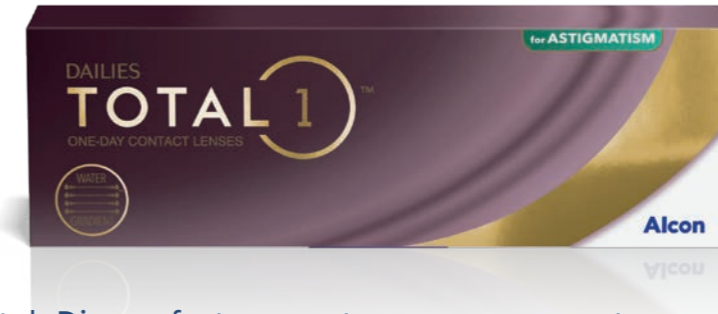
Totally Exclusive Access

As a big supporter of the DAILIES TOTAL1® contact lens family, we want to give you an exclusive opportunity to be among the first to offer **DAILIES TOTAL1® for Astigmatism** contact lenses.

This new lens is precisely designed to meet the needs of your most demanding astigmatic wearers.

With the launch of this lens, plus our premium support program, it's easy for you to give astigmatic patients **the ultimate lens wearing experience**.

Be the First to Offer This Lens



With the Ditch Discomfort support program, you get access to exclusive tools that enable you to start selling lenses as soon as they launch.

Lens features include:

- The **PRECISION BALANCE 8|4™ lens design** for crisp, clear vision
- **Water Gradient Material** for lenses so comfortable they feel like nothing¹
- **SmarTears™ Technology** for reduced contact lens-related dryness symptoms²

UV Blocking and NEW Blue Light Filtration
protect the wearer's eyes from harmful light

JUNE – AUGUST

Identify the best patients to fit.

Focus on existing toric lens wearers who suffer from discomfort, as well as astigmat wearing sphere lenses due to lack of toric options.

AUGUST

Use the Fit Card to record your patients' prescriptions.



SEPTEMBER

Send your VIP Invitation to the patients you identified.

