The World’s First and Only Water Gradient Contact Lens

A fundamentally new approach led to breakthrough technology, ushering in a new era in comfort.

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Alcon
a Novartis company
A new lens has arrived that’s going to change everything.

A scientific breakthrough

10 years in the making.
The development of the delefilcon A lens material that makes up Dailies Total1 contact lenses began more than 10 years ago and involved a dedicated multinational team of scientists, engineers and clinicians. Early in the development, the team had many intense discussions about what lens properties should be targeted in order to create the most comfortable contact lens possible. The team quickly recognized the many limitations and trade-offs inherent in relying on a single bulk material.

By way of analogy, it is known that the cornea is comprised of different tissue layers, each with their own unique anatomical structure and physiological function. When integrated into one organ, these layers perform multiple functions, for example, light refraction, mechanical support and physiologic protection of the eye. When selecting a target water content, the R&D team recognized from our experience with silicone hydrogel materials that a low water content material with high levels of silicone would provide excellent oxygen transmissibility, good handling characteristics and resistance to dehydration. Conversely, from our experience with (non-silicone) traditional hydrogel materials, we knew that extremely high water content materials without silicone could provide excellent wettability, lubricity, and resistance to lipid fouling. The R&D team recognized that an extremely low modulus may make a lens easier to fit and help provide improved comfort but at the cost of decreased lens handling performance. There also seemed to be a limit to how soft one can make a lens material. The modulus of corneal epithelial cells is less than 0.02 MPa and it seemed impossible to make a contact lens material as soft as that without it simply falling apart.

Following the paradigm of using multiple materials as in the cornea, we realized that some of these properties, such as oxygen transmissibility and lens handling, could be controlled by a lens “core” material while other properties like wettability and lubricity were only important at the surface. A lens with only a single water content, modulus or chemistry would always entail some level of compromise. The team arrived at the question: “why should patients have to settle for the same water content at the core and surface, or indeed the same material chemistry at the core and surface of a lens?” This led to a radical departure from single bulk material thinking and formed the basis for the development of the delefilcon A water gradient lens material.

**Revolutionary Change**

A measurable change can be demonstrated in the lens material, the water content and the modulus of delefilcon A from core to surface. The R&D team recognized that an extremely low modulus may make a lens easier to fit and help provide improved comfort but at the cost of decreased lens handling performance. There also seemed to be a limit to how soft one can make a lens material. The modulus of corneal epithelial cells is less than 0.02 MPa and it seemed impossible to make a contact lens material as soft as that without it simply falling apart.

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combined with a surface water content of over 80%,¹ as seen in Figure 2. A gradient occurs between the two areas in which the water content rapidly increases and the material shifts from a silicone-rich core material to an essentially silicone-free surface gel.² This surface material forms an ultrasoft surface gel and makes up about 10% of the lens thickness. While the average water content of the ultrasoft surface gel exceeds 80%, the water gradient structure allows the water content to approach almost 100% at the outermost surface of the lens.³

Several laboratory techniques have measured this change in lens material properties including Atomic Force Microscopy (AFM), Neutron Reflectometry, and Fluorescent Laser Confocal Microscopy.² These methods demonstrate the gradient in modulus and other lens properties across the lens cross section, not seen in other lens materials.

The modulus of the lenses also changes with the material becoming much softer at the surface of the lens with the outer surface having a compression modulus of only about 0.025 MPa.⁴ The modulus of the lens core is maintained at 0.7 MPa for excellent insertion handling. The surface modulus of deleflon A is almost as soft as the corneal epithelial cells,⁵ yet this ultrasoft surface gel is able to maintain its integrity because it is supported by the lens core material. In a similar manner, the ultrasoft corneal epithelial cells are supported by collagen fibrils, giving the cornea an overall bulk modulus that is much higher than the modulus of the individual cells.

### A Highly Breathable Daily Disposable Lens

Why do we need such a high Dk/t for a daily disposable contact lens? There are several factors to consider. Stated Dk/t values (and even theoretical flux or equivalent oxygen estimations) are normally provided only for the center of a -3.00D lens. The greater peripheral lens thickness means oxygen transmissibility is lower with minus powers, but in plus powers, the central oxygen transmission values will be lower than the stated value for -3.00D. Figure 3 illustrates this with the color oxygen maps across the whole lens in different materi-
als and powers. The blue end of the spectrum is used to indicate high Dk/t and red shows areas of lower Dk/t. It has become apparent that a single Dk/t value isn’t sufficient to completely characterize the oxygen transmission in contact lenses. Furthermore, the published Dk/t values for the lenses only represent a small portion at the center of a -3.00D lens. The peripheral oxygen transmissibility is generally much lower as seen in the colored maps. Research demonstrates that peripheral oxygen transmission is equally important to ocular health as that in the center. In addition, different patients have different oxygen demands, some of which may not be predictable during a routine examination, even when using a slit lamp. Thus, starting with the highest available central Dk/t value is in the best way to avoid hypoxic concerns and meet the needs of various patient lifestyles.

Oxygen transmissibility in delefilcon is largely determined by the core of the lens because it comprises the majority of the lens thickness. Of particular interest are the unique properties at the surface of the lens, because these are key to a comfortable lens-wearing experience.

The Importance of Surface Lubricity

The comfort of a contact lens may be influenced by many factors ranging from the modulus of the material, lens thickness, and water content to lens design and parameters. The surface coefficient of friction, or lubricity, has been shown to have a high correlation with lens comfort scores. Lubricity is the inverse of friction and, for a contact lens, is described as how easily the components of the ocular surface, such as the palpebral conjunctiva, can slide across the lens surface. We blink about 14,000 times per day. With each blink, the superior lid has to slide down, then back up over the lens surface. As such, it makes sense that lubricity is highly predictive of lens comfort. Lubricity can be detected with the fingers as a slippery feeling and it can be measured by using either an inclined plane or a micro tribometer. Regardless of the method used to measure lubricity, it is important that the pressures reflect those found in the ocular environment — in other words, matching those exerted by the eyelid against the lens on eye. This is especially important when measuring the lubricity of delefilcon A because the extremely soft water gradi-
ent surface structures can be artificially crushed if measured at pressures that exceed those found in the eye thereby giving erroneous lubricity results at high testing pressures. Using kinetic coefficient of friction, measured by the inclined plate method, delefilcon A has been shown to have extremely low friction (excellent lubricity). A new contact lens with different core and surface properties meant that detailed research was needed to optimize the chosen design parameters. Numerous studies were conducted to co-optimize the base curve, diameter and lens design. Ultimately, the combination of an 8.5-mm base curve with a 14.1-mm diameter was selected to give optimal centration and lens movement. The full technical specifications and range of parameters can be seen in Table 1.

**Exceptional Comfort Throughout the Day**

The outcome of this superior lubricity is outstanding wearer comfort through the end of the day. In a clinical study with 104 subjects, cumulative comfort scores were superior for Dailies Total1 contact lenses in comparison with other silicone hydrogel daily disposable lenses. In a group of 53 symptomatic subjects, 100% of them could wear Dailies Total1 contact lenses for at least 8 hours and 85% were able...
to wear them up to 12 hours. In comparison to their habitual lenses, the majority of the subjects were able to wear Dailies Total1 contact lenses for clinically significant longer periods of time.\textsuperscript{13}

### The Start of a New Era

Since soft contact lenses were first introduced, there have been numerous incremental changes to materials to improve water retention and wearer comfort. Ciba Vision introduced the first silicone hydrogel contact lens in 1998, ushering in a new era in lens material technology that has triggered extensive steps to improve oxygen transmission for patients worldwide. The creation of the first water gradient contact lens, featuring an increase from 33\% to over 80\% water content from core to surface, marks the start of yet another new era in contact lenses, and with it, hope for a new era in comfort for contact lens wearers around the world.\textsuperscript{13}

### REFERENCES

See product instructions for complete wear, care, and safety information.
Prior to
0.0%
50%
Insertion
Time of
PERCENT OF LUBRICITY FACTOR
Removal
100%
~100%
33%
>80%
>80%
Let your patients experience the DAILIES TOTAL1® contact lens difference today.

Enlarged Water Gradient Contact Lens Cross-Section

Lens maintains 100% of its initial lubricity even after a day of wear1
100% LUBRICITY MAINTAINED
Ultrasoft, hydrophilic surface gel approaches 100% water at the outermost surface6 for exceptional lubricity

Features different surface and core water contents, optimizing both surface and core properties5

The First and Only Water Gradient Contact Lens

This is why lasting lubricity means lasting comfort.

DAILIES TOTAL1® Water Gradient Contact Lenses maintain 100% of their lubricity after a day of wear.1 And because lubricity is highly predictive of contact lens comfort, lasting lubricity means lasting comfort.2, 3, 4

PERFORMANCE DRIVEN BY SCIENCE™


Novel Water Gradient Lens Material

The surface of the lens is designed with a water content of more than 80 percent.

The introduction of a new daily disposable contact lens may signal the need for a new category of lens material. The Dailies Total1 contact lens, which was launched in various European markets during the past year, is the first water gradient soft contact lens. What’s unique about this lens is that the water content is not constant throughout the lens, but rather it changes from the main body or core of the lens to the surface. Here’s a brief overview of the key characteristics of this material and the water gradient phenomenon.

**Novel Water Content Properties**

Dailies Total1 lenses are manufactured from a new material, delefilcon A, using a modification of Alcon’s Lightstream Technology, the manufacturing process that was used to produce the Dailies AquaComfort Plus daily disposable contact lens. At the core of the new Dailies Total1 contact lens, which comprises just over 90 percent of the lens, is a silicone hydrogel material with a water content of 33 percent. The surface of the lens is designed with a water content of over 80 percent. The change in water content and lens structure occurs fairly rapidly in the outer 5 percent of the lens on both sides or surfaces.

Oxygen transmissibility, lens modulus or stiffness and the resultant effect on handling, and lens fitting characteristics are properties determined by the core of a contact lens. With its 33 percent water content core, the Dailies Total1 lens has the highest oxygen transmissibility of any daily disposable lens on the market. It has a Dk of 140 and a Dk/t of 156 for a -3.00D lens with a center thickness of 0.09 mm. Wettability, lubricity or low coefficient of friction, the ability to resist deposits or soiling and overall biocompatibility with the ocular surfaces are key characteristics of a contact lens surface. A water content of over 80 percent at the surface should result in a wettable, lubricious lens.

**Winning Combination**

With U.S. Food and Drug Administration clearance secured, Dailies Total1 contact lenses launched earlier this year in the United States. The advent of this novel new contact lens material with gradient water content properties and the benefits it may bring will be eagerly awaited. The high oxygen transmission of a silicone hydrogel lens with the surface advantages of a high water content at the surface should be a winning combination for an ever-growing number of patients wearing daily disposable contact lenses.

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Dr. Pence is the associate dean for Clinical and Patient Care Services, Indiana University School of Optometry in Bloomington, Indiana. He has received travel expenses, stipend, or reimbursement from Alcon and Bausch + Lomb.

DAL13104AE
Groundbreaking Technology Debuts in Daily Disposable Market

Panelists discuss a unique new lens that has surprising characteristics designed to defeat discomfort.

**Number One Complaint**

**Dr. Eiden:** Dr. Brujic, do you always know when patients are dissatisfied with their habitual contact lenses?  
**Dr. Brujic:** I see two types of challenging patients. The first is the non-complaining patient, and the second is the habitually complaining patient. The non-complainers seem to have no problems, but often, I think they’re reluctant to complain, because they’re concerned they’ll have to stop wearing contact lenses.  
**Dr. Eiden:** How do you help these patients open up?  
**Dr. Brujic:** I ask them to rank the quality of their vision and the comfort of their lenses, each on a scale from 0 to 10. Many people who tell me their comfort is “fine” or “great” give their lenses a grade that is less than the 10 I’d expect for comfort that is “fine.” This is a huge opportunity for me to introduce new technologies to these patients, as well as to patients who do verbalize their complaints.  
**Dr. Eiden:** Dr. Jasper, do you find the same thing happening in your practice? Do you see it as an opportunity to make changes for your patients?  
**Dr. Jasper:** Absolutely. The most common complaint I hear is that patients can’t wear their lenses as long as they want during the day. When a patient tells me this, it’s my job to find out why. Typically, it’s because the lenses are not comfortable, or the patient’s lenses feel dry. Another challenge is the patients who tell us what they think we want to hear just to make us happy.  
**Dr. Eiden:** What do you do when you suspect a patient is just telling you what you want to hear?  
**Dr. Jasper:** I help them get past that by rewording my questions. I may ask, “What’s the longest amount of time you can wear your lenses comfortably during the day?” or “How often do you switch to your eyeglasses before the end of the day?”  
**Dr. Eiden:** Dr. Nichols, what questions do you ask your patients to uncover any comfort issues?
Dr. Nichols: I always ask patients how many hours a day they wear their lenses, how many hours they want to wear them and what things they’ve tried to eliminate some of their discomfort. In my practice, I see patients who are having more significant issues. Many of these patients are former contact lens wearers who really want to wear them again. I think sometimes we’re quick to say, “You’re done with contact lenses,” instead of trying something new. When patients start to drop out in their 30s or 40s, we need to try to figure out if we can do something to keep them comfortable in lenses, because they want to wear them.

Dr. Eiden: Other issues that concern us in terms of contact lens performance include ocular health response and visual response. Dr. Schachet, how important are these aspects in comparison to comfort tissues?

Dr. Schachet: They’re all important and interrelated. Most of my patients who have discomfort have either a dryness problem, which can be accompanied by fluctuating vision, or they’re not using the ideal lens care solution for their lenses. So, whether we’re talking about initial comfort or end-of-day comfort, I look at those two things primarily before looking at anything else. We have to be proactive, and we need to listen. When we listen carefully to what patients say, the problem often becomes apparent even before we go to our instrumentation.

Dr. Eiden: I agree wholeheartedly that the experience is where it’s at. I do think, however, that sharing the science is equally important. Our technical staff always want to know the science behind things. So we include it as part of our office meetings. Our staff understands the technology and has bought into this concept.

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Unmet Needs in Daily Disposables

Dr. Eiden: Dr. Kassalow, you fit a significant number of daily disposable lenses. What impact has this modality had on your practice?

Dr. Kassalow: The four areas I always focus on when discussing contact lenses with patients are comfort, convenience, vision and health. Daily disposable lenses hit each of those areas square on. From my experience, daily disposable lenses are the most comfortable modality, and patients who wear them are my happiest group of patients. When I see a patient who’s wearing daily disposable lenses, I know that 9 out of 10 times, it will be a relatively easy office visit.

Dr. Eiden: How do they rate their vision?

Dr. Kassalow: They’re just as happy with their vision, because every day, they have a fresh lens. The lens is wet and clean, and they like that. They also love the convenience. They don’t have to use care solutions and feel like a chemist every night.

Dr. Eiden: And health?

Dr. Kassalow: My patients and I both love the fact that daily disposable lenses are a healthy option. The modality has been a fantastic practice builder. Overall, my patients are happier than they were before they started wearing daily disposables.

Dr. Eiden: Where do you see opportunity for advances in daily disposable lenses?

Dr. Kassalow: Despite having many daily disposable
lenses, we still have a group of patients who aren’t comfortable wearing them, so I’m excited about the Dailies Total1 lens and the advent of this new technology. I think it will fundamentally shift the comfort curve.

Dr. Jasper: I think it all comes back to the one thing we’ve discussed so far. Discomfort is still an issue for some patients. I still have patients who tell me they can wear their lenses for only 6 hours a day.

Dr. Eiden: Dailies Total1 technology is truly revolutionary, because it’s totally different from any other material. It’s the first water gradient silicone hydrogel lens.

Dr. Brujic: What is meant by water gradient and how is this lens different from any other HEMA or silicone hydrogel lens?

Dr. Brujic: Dailies Total1 lenses are manufactured in a new silicone hydrogel material called delefl cone A, which is designed to enable a gradual transition from 33 percent water at the core of the lens to over 80 percent at its surface. Amazingly, this happens in a 6-micron space.

Dr. Nichols: All contact lenses aim to simulate the ocular surface and conform to the environment of the tears in a way that enhances the tears or at least doesn’t harm anything about the tears — almost as though the lens isn’t there. In short, the Nirvana of contact lens wear is to have no lens awareness. A number of studies have shown that changes to the ocular surface tissues are highly associated with symptomatic contact lens patients. This lens has a surface that mimics the natural hydrophilic ocular surface.

Dr. Eiden: Dr. Kassalow, how do you explain the concept of lubricity to your patients?

Dr. Kassalow: I always talk about lubricity as a feature of the lens. Different patients have appetites for different amounts of information, so to some patients, I say, “This is the single best, most comfortable lens I’ve worked with in my 25-year career. Let’s try it,” and they say, “Great. Let’s do it.” Others may tell me they’re comfortable with their current lenses and ask for more information. For them, I focus on how lubricity equates to comfort.

Dr. Schachet: What’s nice about this lens is that the lid has no effect on it because it virtually glides over water. That’s another point that makes it easier for patients to understand.

Dr. Eiden: Handling a contact lens can be a challenge for some patients. We always talk about the convenience of daily disposables, but I’ve had patients reject contact lenses simply because they were difficult to handle. Dr. Jasper, tell us about the modulus gradient and how that influences lens handling.

Dr. Jasper: Dailies Total1 lenses have a low-modulus surface, which enhances comfort, and a high modulus core, which facilitates ease of handling. I proactively explain to patients how I want them to apply and remove these lenses. I think the most noteworthy characteristic, especially for patients who have worn lenses all their lives, is that after applying the lens, they hardly know it’s there — except that they can see. Lens removal may be somewhat challenging for some patients. I instruct them to be sure their hands are thoroughly dry before they remove the lenses.

Dr. Eiden: The same attribute that makes the lens so lubricious makes it somewhat difficult to remove if your fingers are wet, because it just slides right over the lens surface.

Dr. Brujic: I refit a patient who’d been wearing another brand of daily disposable lenses into Dailies Total1 lenses. When he tried to remove them by pinching them off of his cornea, he had some trouble. After I explained how to remove these lenses — the slide-and-pinch technique — and that he was having trouble because of how slick the lens surface is, he suddenly said, “Wow, now I really understand why this is such a comfortable lens.”
**Highest Dk/t in a Daily Disposable**

**Dr. Eiden:** With a Dk/t of 156 (@ −3.00D), Dailies Total1 lenses have the highest oxygen transmissibility of any daily disposable lens. Assuming perfect compliance, do you think the cornea needs this much oxygen?

**Dr. Schachet:** Each patient’s requirement for oxygen is different, but I don’t think there’s anything wrong with aiming for high oxygen transmissibility.

**Dr. Jasper:** We don’t know every reason why people drop out of contact lenses. People say discomfort and dryness, but it seems to me if you provide them with the most oxygen throughout a lifetime of contact lens wear, they’ll have fewer problems. As Dr. Schachet mentioned, we don’t know what each individual’s unique oxygen need is. It depends on their lens, where they live, what they do, and so on, so going high in my mind is not a bad thing.

**Dr. Brujic:** It used to be a more relevant argument when deciding between oxygen transmissibility and wettability. With the Dailies Total1 lens technology, we don’t have to give up either.

**Dr. Jasper:** I tell my patients, “I want to give you a contact lens that is like having nothing on your eye.” In other words, we want a lens that’s the least like a lens, and I would hope that every company that works with contact lenses would strive to do that for our patients.

**Dr. Eiden:** That is a powerful statement. Why do we put a contact lens on anybody’s eye? To help them see better. So, the more that it’s like nothing, other than vision correction, the better it is for our patients.

**Personal Experiences**

**Dr. Eiden:** We’ve discussed many of the attributes that make Dailies Total1 unique and exciting. Most of us have had the opportunity to wear these lenses. I’d like to get your personal feedback on wearing these lenses.

**Dr. Nichols:** I’m the perfect example of a patient looking for a more comfortable daily disposable lens. I’m probably always going to have some comfort issues, because I work long hours late at night on the computer. I’ve worn Dailies Total1 lenses for about 6 months, and I can wear these lenses longer and more comfortably than any other daily disposable lens that I’ve worn.

**Dr. Schachet:** Overwhelmingly, this is the most comfortable lens I’ve ever had on my eye, and that is directly attributable to the water gradient. When it’s on the eye, you don’t even know you’re wearing a contact lens. It’s the most incredible lens-wearing experience I’ve had in all the years I’ve been practicing.

**Dr. Nichols:** Our patients deserve the chance to try these lenses. I don’t think people recognize they’re uncomfortable until they experience comfortable.

**Dr. Eiden:** More than a year ago, I had my first exposure to this technology in Europe. At the end of my first day wearing the lenses — we sat down to dinner at about 11:00 p.m. — I realized I still had the lenses on, but I didn’t feel them. That’s never happened to me before. Usually after 3 or 4 hours, I have to peel the lenses off of my eyes. We’ve recounted our personal experiences. Now, let’s discuss how our patients are reacting to Dailies Total1 lenses.

**Patient Experiences**

**Dr. Brujic:** One of the high moments for me as a clinician is putting lenses on eyes at the beginning of lens wear, because that sets a precedent in a patient’s mind of how that lens will perform. The beautiful thing about the Dailies Total1 lens is its excellent initial comfort.

**Dr. Eiden:** Dr. Jasper, you had an anecdote you wanted to share.

**Dr. Jasper:** One of my patients, a teenager, was wearing another lens, apparently successfully, but I wanted her to try the Dailies Total1 lenses. As soon as she put them on her eyes, she said, “Oh my goodness. I had no idea my contacts were supposed to feel like this.” She didn’t really understand how to answer my questions about comfort, but once she had experienced the “no-lens” feeling, she understood what it was really supposed to be like.

**Dr. Kassalow:** When a patient comes in happy and with the attitude “if it ain’t broke, don’t fix it,” it’s easy for us to buy into that, because it makes our day go more smoothly. When contemplating a change for one of these patients, I sometimes ask myself, “Am I setting myself up for headaches? Am I slowing down my day? Am I inconveniencing the patient?” Sometimes, my inclination is to just leave well enough alone. Every person on whom I’ve tried the Dailies Total1 lens has had a positive experience. It doesn’t create that backlash of having to try a different lens and repeat the cycle. That’s an important dynamic in my practice that will prompt me reach for this lens frequently. It’s not creating more
work for me. It’s making my day go faster, and I’m putting patients into a premium product.

Dr. Nichols: I like the idea that it streamlines your process, because you’re not trying a lens that might be uncomfortable. You’re confident this lens will be successful.

Dr. Eiden: We have to constantly present new technologies and reinvent ourselves to give patients a reason to come to see us regularly. For that reason, I’ve presented these lenses to happy patients who apparently have no problems. I say, “Yes, I know everything is great, and if you want to continue with your current lenses, you can, but I want you to test drive some new technology.” I’ve found that these patients do see an improvement. It may not be as dramatic as the improvement seen by symptomatic patients, but they still see a bump up.

Dr. Brjic: That’s the true test of good technology: taking an asymptomatic patient, someone who has no problems, and improving his experience. This lens is giving us the ability to do just that.

Dr. Kassalow: I’ve definitely seen that happen. Several hundred of our patients are wearing a competitor’s product that is being discontinued. We mailed them information, letting them know the product would no longer be available, and we invited them to come in and try the Dailies Total1 lens. Four out of five of the people who have tried this lens so far have said, “Wow, thanks, doc. This is better than I knew I could have.”

Dr. Schachet: Another patient whom we haven’t discussed is the new contact lens wearer. Anyone who’s never worn a contact lens has an opinion of how it will feel on their eyes. When new wearers try Dailies Total1 lenses, they’re amazed, because they don’t even know it’s there.

Dr. Nichols: That’s a good point. Why not start with innovative technology rather than “fix” a problem? Many patients are accustomed to new technology in other aspects of their lives.

Dr. Eiden: That’s an interesting perspective. We’re “fixing” so many of our patients because they have contact lens-associated problems. This technology takes us to a whole new level in terms of prevention — having patients start with a great lens so they can stay with it for a long time.

Dr. Schachet: Even though this is the closest to a perfect lens we have, we have to remember that some patients will have dryness issues. If we don’t address that, they won’t be able to wear the lenses all day.

Dr. Kassalow: That’s a great point. Even though we all believe this technology is a quantum leap forward, we still need to assess issues that could lead to contact lens-associated dryness.

Dr. Nichols: I agree. When there’s an underlying condition, a lens can’t make that go away. We need to evaluate the ocular surface and lids at every visit and manage the findings appropriately, even for a patient who says everything is “fine.”

Value Versus Cost

Dr. Eiden: From my perspective, Dailies Total1 lenses are for everybody whose prescription fits the parameters. Do you agree? Will this be a problem-solver lens or a go-to lens in your practice?

Dr. Kassalow: I will clearly position Dailies Total1 contact lenses as a go-to, first-reach lens. It is a premium lens with a premium-lens price, so some people may push back because of the cost and stay with products that are less expensive. In those cases, I’ll use it as a problem-solver when appropriate.

Dr. Eiden: How have patients responded so far to the higher cost of this new technology?

Dr. Schachet: Reactions have been mixed so far. It wouldn’t be fair to say it has been accepted overwhelmingly; however, I recently had an interesting case. Some long-time patients came in with their sons, ages 13 and 15 years. They had been wearing contact lenses, but not very comfortably. When they tried Dailies Total1 lenses, both boys had an overwhelmingly positive experience. This was the first time they’d been able to wear contact lenses all day. I explained the cost to their parents. I guess they went home and thought it over, because 3 days later, they called and ordered Dailies Total1 lenses for both boys.

Dr. Eiden: Practitioners often wonder: Should we or shouldn’t we discuss the cost before the patient experiences the lens? I’ve decided I want my patients to experience the lens first. I do mention the cost is a bit higher, but I tell patients, “I don’t want to talk about the cost now, because I don’t want that to influence how you respond to this lens. I just want you to experience it. If your experience is as positive as I expect it to be, then we’ll have that conversation. You can decide if the value is worth the price.”

Dr. Jasper: I think patients hear “new technology” and “innovative contact lens,” and they know it will
cost more. I’m okay with that. I’m not going to pre-judge a patient’s ability or willingness to pay for a premium product. Those of us who have optical centers encourage our staff to present the best frames to everybody, so why would we not present the best medical device to everybody. In the end, patients know I did not pre-judge them, and I treated them like my best friend and my family.

**Groundbreaking Technology**

**Dr. Eiden:** What does the introduction of Dailies Total1 lenses mean to you and your practice?

**Dr. Nichols:** If everyone’s experience is similar to my own with this lens — being able to wear it comfortably longer than any other daily lens, having minimal lens awareness, yet maintaining good quality vision — then this technology is going to impact the daily market. I think it could revolutionize how we think about the technology behind daily disposable contact lenses, and how we select lens options for patients, including patients with comfort issues.

**Dr. Schachet:** This is a unique lens that should be in a category all alone. There isn’t anything like it anywhere. When my patients try it, I simply say, “If this lens isn’t the most comfortable lens you’ve ever put on, I’d like to hear why.”

**Dr. Kassalow:** We’ve learned that almost 50 percent of people who stop contact lens wear do so because of discomfort issues, and I can’t assume that my practice is any different. If we can reduce that number in our practices, it will have a ripple effect and help us grow exponentially. I think it’s going to have a huge impact on my practice, because fewer patients will leave contact lens wear.

**Dr. Bruijic:** We’re taking comfort to the next level with this lens, and I think that’s an exciting place to be, because comfort is an unmet need in our patient populations. We now have this new tool to help us keep more patients in contact lenses.

**Dr. Jasper:** I’m excited about this lens, because, to me, it means I have a slam dunk, a lens that will take care of my patients’ needs. I love being able to tell my patients, “I’m going to give you the best lens in every category. It’s also going to give you the best vision.” This lens makes me look good, and it makes my patients extremely happy.

**Dr. Eiden:** Dailies Total1 lenses represent groundbreaking technology that will enable us to address our patients’ comfort and vision needs — the whole package. I know I speak for the panel when I say we’re honored to have been part of the initial group of practitioners to have access to this technology and to experience it. Now, it will be equally as exciting for us to share it with our colleagues.
THIS IS WHY contact lenses have reached a new era in comfort.

DAILIES TOTAL1® Water Gradient Contact Lenses feature an increase from 33% to over 80% water content from core to surface* for the highest oxygen transmissibility, and lasting lubricity for exceptional end-of-day comfort.1 2 3

The First And Only Water Gradient Contact Lens

UNIQUE WATER GRADIENT
Features different surface and core water contents, optimizing both surface and core properties

LASTING LUBRICITY
Ultrasoft, hydrophilic surface gel approaches 100% water at the outermost surface for exceptional lubricity

OUTSTANDING COMFORT
Lasting lubricity for exceptional comfort from beginning to end of day

Let your customers experience the DAILIES TOTAL1® contact lens difference today.

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