

DAILIES TOTAL1® MULTIFOCAL CONTACT LENSES

DESIGNED FOR SUCCESS



S. Barry Eiden, OD, FAAO

President and Medical Director, North Suburban Vision Consultants, Ltd.
President and Medical Director, Keratoconus Specialists of Illinois
President and Founder, International Keratoconus Academy of Eye Care Professionals
President and Co-Founder, EyeVis Eye and Vision Research Institute

Dr. Eiden was compensated by Alcon for his participation in this testimonial

PRESBYOPES HAVE HIGH EXPECTATIONS when it comes to their vision correction. They want clear vision and comfort without compromise, and understandably so. This is a big opportunity for eye care professionals, thanks to advanced contact lens technologies that can meet these demands and satisfy presbyopic patients, which in turn helps us build our practices.

From a material science perspective, DAILIES TOTAL1® contact lenses are unique and perform exceptionally. These lenses feature Alcon's innovative water gradient and SmartTears® Technologies, and provide truly exceptional oxygen transmissibility,¹ lubricity,² and all-day comfort.³⁻⁵ This makes DAILIES TOTAL1® Multifocal contact lenses an easy choice for my presbyopic patients.

With Alcon's unique Precision Profile® Design, DAILIES TOTAL1® Multifocal contact lenses allow me to provide patients with clear binocular vision at all distances.⁶ **Plus, Alcon's simple multifocal fitting guide allows for a quick and easy fit, and I enjoy high fit success rates.**⁷ All Alcon multifocal contact lenses share the same Precision Profile® Design and simple fitting process,^{7,8} which is great for practitioners, because it makes it easy to meet the needs of almost any presbyopic patient with an Alcon multifocal contact lens.

Educating patients about presbyopia and what DAILIES TOTAL1® Multifocal contact lenses can do for them is also key to success. In my experience, once presbyopic patients understand that contact lenses are an option, and how DAILIES TOTAL1® Multifocal can fit with their lifestyles, they cannot wait to try them!

By taking the time to discuss presbyopia with patients and giving them the opportunity to experience the outstanding comfort and vision that DAILIES TOTAL1® Multifocal contact lenses offer,³⁻⁶ I know that I can satisfy patients and help my contact lens practice flourish.

PATIENT PERSPECTIVE

Penny W., established presbyope – Dr. Eiden's Patient

Penny W. received modest compensation from Alcon for her participation in this testimonial.

With my busy days, glasses are not always convenient. I need contact lenses that give me clear vision in all situations and the freedom to be without glasses when I'm painting, at the gym, or heading out to dinner and want a glasses-free look.

As we discussed my options, Dr. Eiden said he had a contact lens — DAILIES TOTAL1® Multifocal — that offered comfort and vision that I would love. I tried other multifocal contact lenses before, but when I first put DAILIES TOTAL1® Multifocal contact lenses on, I immediately felt the difference. I was amazed by how comfortable they were — and I still get the same feeling every day. With a few quick adjustments, Dr. Eiden made my near and distance vision remarkably clear, and the helpful tips he provided have made wearing my lenses in any situation easy.

With DAILIES TOTAL1® Multifocal contact lenses, I know that I will have seamless vision no matter what I am doing, without having to worry about a pair of glasses.

I still remember wearing glasses while teaching art classes — keeping track of them as I put them on and took them off to shift between looking at students' work and speaking to the group — so wearing DAILIES TOTAL1® Multifocal contact lenses certainly makes life easier! I also enjoy how easy my DAILIES TOTAL1® Multifocal contact lenses are to put on, and being able to start with a fresh pair every time.

I recommend DAILIES TOTAL1® Multifocal lenses to friends and family because of the exceptional comfort, clear vision, and freedom from glasses that I enjoy, and I know that I can send them to Dr. Eiden and his associates at North Suburban Vision Consultants for contact lenses that really make a difference!



References 1. Based on published manufacturer-provided Dk and thickness values in: Tyler's Quarterly Soft Contact Lens Parameter Guide, June 2016. 2. Maissa C, Martin A, Kramer D, et al. Evaluation of the Lubricity of DAILIES TOTAL1 Contact Lenses After Wear. Presented at the American Academy of Optometry Academy, November 12-15, 2014. Denver, CO. 3. Pruitt J, Bauman E. The development of Dailies Total1 Water Gradient contact lenses. *Contact Lens Spectrum*. June 2013. 4. Kern J, Kannarr S, Miller JD. Clinical outcomes for Dailies Total1 Multifocal lens in symptomatic patients. Presented at the British Contact Lens Association Clinical Conference & Exhibition, June 9-11, 2017. Liverpool, UK. 2017. 5. Based on a survey of 544 presbyopic contact lens wearers. Alcon data on file, 2017. 6. Lemp J, Kern J. Alcon multifocal contact lenses for presbyopia correction. Presented at the Canadian Association of Optometrists Congress, June 28-30, 2017. Ottawa, ON. 7. Alcon fitting guide for multifocal contact lenses. 8. Alcon data on file, 2016.

Important information for AIR OPTIX® AQUA Multifocal (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/farsightedness and/or presbyopia. 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.

See product instructions for complete wear, care and safety information.



Our passion is to help your patients see, look and feel their best.



Sponsored by **Alcon** A Novartis Division