

# Choice

THE IMPORTANCE OF



## AIR OPTIX® Choice

One promise. One portfolio.  
One opportunity to discover more.

At Alcon, we are committed to helping you move ALL of your contact lens patients to a more compliant replacement schedule. Recent studies show that a monthly replacement schedule can have several benefits: 65% of monthly replacement wearers replaced their lenses on time vs. 30% of 2-week replacement wearers<sup>1</sup>; and the interval between annual office

way of your top choice: cost. That's why Alcon continues to pioneer support programs like the Alcon AIR OPTIX® Choice Program—to allow your patients to save on Alcon's monthly replacement contact lenses.

The Alcon AIR OPTIX® Choice Program is intended to help your 2-week replacement lens wearers upgrade to a monthly replacement contact lens option within the AIR OPTIX® family of contact lenses—so you can continue to help your patients see, look and feel their best with up to \$100 savings on their first annual supply.\* Patients can sign up for the Alcon AIR OPTIX® Choice Program and access program benefits at [AIROPTIXCHOICE.com](http://AIROPTIXCHOICE.com). Your Alcon sales representative can also provide you with Point-of-Purchase (POP) materials to help promote the AIR OPTIX® Choice Program to your patients.

Fresh  
new look,  
same great  
lenses!

## SmartShield® Technology delivers consistent comfort from Day 1 to Day 30<sup>7,8†</sup>

Lasting lens surface  
moisture with HydraGlyde®  
Moisture Matrix<sup>4,6</sup>



The #1 eye doctor  
recommended contact lens  
for patients who sleep in  
their contact lenses<sup>7</sup>



PRECISION BALANCE 8/4™  
lens design that provides  
outstanding stability for  
astigmatic patients



A multifocal lens with  
Precision Profile® Design that  
provides seamless vision,  
near through far



A naturally beautiful lens  
that enhances eye color with  
3-in-1 color technology



visits was shorter with monthly replacement vs. 2-week replacement.<sup>2</sup> Because we believe that all patients should have access to contact lenses with a healthy replacement schedule, we are proud to introduce the Alcon AIR OPTIX® Choice Program. Now, patients will benefit when upgrading to many of the products in the AIR OPTIX® contact lens family,\* including AIR OPTIX® plus HydraGlyde®, our latest monthly lens innovation combining our 2 breakthrough technologies—SmartShield® surface technology and HydraGlyde® Moisture Matrix—for long-lasting lens surface wettability.<sup>3,6</sup>

As a practitioner, you expertly consider several factors when choosing which lens brands to recommend to a patient, including lens materials, ocular technologies, and replacement frequencies. The goal of your recommendation is to best meet the needs of your patient as well as the needs of your practice; but, another factor sometimes gets in the

The Alcon AIR OPTIX® Choice Program offers savings that significantly reduce the patient cost of a 6-month or 1-year supply of AIR OPTIX® contact lenses. Patients new to the AIR OPTIX® family of contact lenses or patients switching within the AIR OPTIX® family (excluding AIR OPTIX® AQUA lenses) can save up to \$100 on an annual purchase or up to \$40 on a semi-annual purchase of eligible AIR OPTIX® contact lenses, via mail-in or online rebate. Current AIR OPTIX® wearers who re-purchase a supply of the same lens may qualify for up to \$60 savings on an annual supply via mail-in (or online) rebate and up to \$25 savings on a semi-annual supply purchase via mail-in (or online) rebate through Alcon's Family Rebate offer.\*\* Purchases of AIR OPTIX® AQUA contact lenses do not qualify for the Alcon AIR OPTIX® Choice Program or the Alcon Family Rebate; consider upgrading your AIR OPTIX® AQUA patients to AIR OPTIX® plus HydraGlyde® contact lenses where they can save up to \$100\* and benefit from long-lasting lens surface moisture.<sup>3,6</sup>

\*Savings via mail-in (or online) rebate. Rebate is in the form of an Alcon VISA® pre-paid card. Certain criteria must be met to be eligible for the full rebate. Must be a new patient to the AIR OPTIX® Family of contact lenses or an existing patient that is switching lenses within the AIR OPTIX® Family. Must purchase an annual supply (four 6-ct boxes) of AIR OPTIX® brand contact lenses (excluding AIR OPTIX® AQUA lenses) within 90 days of eye exam or contact lens fitting. Partial rebate (\$40) available for purchasing a 6-month supply (two 6-ct boxes) of AIR OPTIX® brand contact lenses (excluding AIR OPTIX® AQUA lenses) within 90 days of eye exam or contact lens fitting. Rebate submission must be postmarked (or submitted electronically) within 60 days of lens purchase date. Valid on purchases made at participating retailers through 12/31/2017. Visit [AIROPTIXCHOICE.com](http://AIROPTIXCHOICE.com) for complete terms and conditions.

\*\*Savings via mail-in rebate in the form of an Alcon VISA® pre-paid card. Must purchase an annual supply or a semi-annual supply of eligible AIR OPTIX® brand contact lenses (excluding AIR OPTIX® AQUA lenses) within 90 days of eye exam or contact lens fitting. Rebate submission must be postmarked (or submitted electronically) within 60 days of lens purchase date. Valid on purchases from participating retailers through 12/31/17. Visit [REBATE.ALCONCHOICE.COM](http://REBATE.ALCONCHOICE.COM) for complete terms and conditions.

†Based on a clinical study with AIR OPTIX® AQUA, AIR OPTIX® for Astigmatism, and AIR OPTIX® AQUA Multifocal contact lenses.

**Important information for AIR OPTIX® plus HydraGlyde (Iotrafalcon B), AIR OPTIX® AQUA (Iotrafalcon B), AIR OPTIX® AQUA Multifocal (Iotrafalcon B) and AIR OPTIX® for Astigmatism (Iotrafalcon B) contact lenses:** For daily wear or extended wear up to 6 nights for near/farsightedness, presbyopia and/or astigmatism. 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.

**Important information for AIR OPTIX® COLORS (Iotrafalcon B) contact lenses:** For daily wear only for near/farsightedness. Contact lenses, even if worn for cosmetic reasons, are prescription medical devices that must only be worn under the prescription, direction and supervision of an eye care professional. Serious eye health problems may occur as a result of sharing contact lenses. Although rare, serious eye problems can develop while wearing contact lenses. Side effects like discomfort, mild burning or stinging may occur. To help avoid these problems, patients must follow the wear and replacement schedule and the lens care instructions provided by their eye doctor.

**Important information for AIR OPTIX® NIGHT & DAY® AQUA (Iotrafalcon A) contact lenses:** Indicated for vision correction for daily wear (worn only while awake) or extended wear (worn while awake and asleep) for up to 30 nights. Relevant Warnings: A corneal ulcer may develop rapidly and cause eye pain, redness or blurry vision as it progresses. If left untreated, a scar, and in rare cases loss of vision, may result. The risk of serious problems is greater for extended wear vs. daily wear and smoking increases this risk. A one-year post-market study found 0.18% (18 out of 10,000) of wearers developed a severe corneal infection, with 0.04% (4 out of 10,000) of wearers experiencing a permanent reduction in vision by two or more rows of letters on an eye chart. Relevant Precautions: Not everyone can wear for 30 nights. Approximately 80% of wearers can wear the lenses for extended wear. About two-thirds of wearers achieve the full 30 nights continuous wear. Side Effects: In clinical trials, approximately 35% of wearers experience at least one episode of infiltrative keratitis, a localized inflammation of the cornea which may be accompanied by mild to severe pain and may require the use of antibiotic eye drops for up to one week. Other less serious side effects were conjunctivitis, lid irritation or lens discomfort including dryness, mild burning or stinging. Contraindications: Contact lenses should not be worn if you have: eye infection or inflammation (redness and/or swelling); eye disease, injury or dryness that interferes with contact lens wear; systemic disease that may be affected by or impact lens wear; certain allergic conditions or using certain medications (ex. some eye medications). Additional Information: Lenses should be replaced every month. If removed before then, lenses should be cleaned and disinfected before wearing again. Always follow the eye care professional's recommended lens wear, care and replacement schedule. Consult package insert for complete information, available without charge by calling (800) 241-5999 or go to [myalcon.com](http://myalcon.com).

**References** 1. Guthrie S, Dumbleton K, Jones L. Financial implications of patient compliance. *Contact Lens Spectrum*. 2014;29:42-45. 2. Dumbleton K, Richter D, Bergenske P, Jones LW. Compliance with lens replacement and the interval between eye examinations. *Optom Vis Sci*. 2013;90(4):351-358. 3. Muya L, Lemp J, Kern J, Sentell K, Lane J, Perry S. Impact of packaging saline wetting agents on wetting substantivity and lubricity. *Invest Ophthalmol Vis Sci*. 2016; 57(12):ARVO Eabstract 1463. 4. Alcon data on file, 2016. 5. Dewetting analysis; Alcon data on file, 2016. 6. Marx S, Sickenberger W. Wettability of different silicone hydrogel lens materials and blister solutions measured using non-invasive keratographic drying up time (NIK-DUT). *Optom Vis Sci*. 2016;93:Eabstract 165113. 7. Eiden SB, Davis R, Bergenske P. Prospective study of Iotrafalcon B lenses comparing 2 versus 4 weeks of wear for objective and subjective measures of health, comfort, and vision. *Eye Contact Lens*. 2013;39(4):290-294. 8. Lemp J, Kern J. A comparison of real time and recall comfort assessments. *Optom Vis Sci*. 2016;93:Eabstract 165256. 9. In a survey of 301 optometrists in the US; Alcon data on file, 2016.

