



## Now available DAILIES TOTAL1® Water Gradient Silicone Hydrogel Contact Lenses, breakthrough technology for a new era of contact lenses

- First water gradient silicone hydrogel contact lens featuring an increase from 33% to over 80% water content from core to surface
- Highest lubricity<sup>i</sup> and breathability<sup>ii</sup> of any leading daily disposable contact lenses
- Delivers exceptional end-of-day comfort

CIBA VISION Nordic AB today announced the launch of its new daily disposable contact lens, DAILIES TOTAL1® Water Gradient Silicone Hydrogel Lenses. With their unique water gradient innovation, DAILIES TOTAL1® contact lenses maintain 100% of their surface lubricity, even after a full day's wear<sup>iii</sup>, delivering exceptional end-of-day comfort.

Research has shown that as many as 44%<sup>iv</sup> of all contact lens wearers report experiencing discomfort. Discomfort, at 48%, is the number one reason cited for drop out<sup>v</sup>. This statistic is important considering that around 2.6 million people in Europe stop wearing their contact lenses each year. Additionally, comfort is one of the biggest barriers to try contact lenses for prospective new contact lens wearers.

“Offering this innovative technology for contact lenses, allowing true high end-of-day comfort, could make a major difference in people’s lives. One of the most common complaints made about contact lenses is the experience of discomfort, dry and red eyes, particularly at the end of a long day. Some of our contact lens wearers who had given up on lenses may be encouraged to try again”, comments Bo Laurenborg, Kontaktlinseintitutet, Arhus, Denmark.

Our eyes blink about 14,000 times per day, meaning the eyelid slides over the front of the cornea (and the contact lenses) roughly once every six seconds. Lubricity helps to minimize friction with the delicate tissues of the eye. DAILIES TOTAL1® Water Gradient Silicone Hydrogel

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

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

<sup>iii</sup> CIBA VISION data on file, 2011

<sup>iv</sup> Third Party Industry Report Europe, 2010

<sup>v</sup> CIBA VISION data on file, 2008

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

## TRADE MEDIA UPDATE

contact lenses have been engineered so that their water content changes from the core to the surface. It transitions from 33% at the core of the lens to over 80% at the surface, nearly the same as the water content of the cornea. This unique lens design helps to make DAILIES TOTAL1® contact lenses highly lubricious, whilst also allowing the contact lenses to be exceptionally breathable, meaning more oxygen is allowed through the lens, which is important for healthy contact lens wear.

In clinical study results with DAILIES TOTAL1® contact lenses, 93% of wearers agreed that the new contact lenses provide a feeling of silky soft moisture.<sup>vi</sup>

DAILIES TOTAL1® contact lenses were developed by contact lens specialist CIBA VISION, now part of Alcon since the merger of Alcon, CIBA VISION and Novartis Ophthalmics into one eye care company. "We are extremely proud to launch DAILIES TOTAL1® Water Gradient Silicone Hydrogel contact lenses. Thanks to a totally new approach to contact lens comfort, our development teams were able to deliver these high performing, water gradient contact lenses. DAILIES TOTAL1® contact lenses are designed to meet the needs of wearers' demanding lifestyles in today's world. They address the issues of discomfort and discontinued wear that have negatively affected this sector of vision care", says Erich Bauman, OD, R&D Program Leader for DAILIES TOTAL1® contact lenses. "Study results have shown that four out of five customers agreed that the DAILIES TOTAL1® contact lenses are so comfortable that they didn't feel anything"<sup>vi</sup>.

### Media inquiries:

Kristofer Karlsson, Business Unit Manager CIBA VISION; +46 31 722 66 00

Riitta Kauranen, Senior Professional Affairs Manager, CIBA VISION; + 358 407 706 583

---

<sup>vi</sup> In a clinical study with 80 contact lens wearers; CIBA VISION data on file, 2011  
DAILIES TOTAL1® Lenses Media Update - 2011-09-1176G