

TAKE A CLOSER LOOK

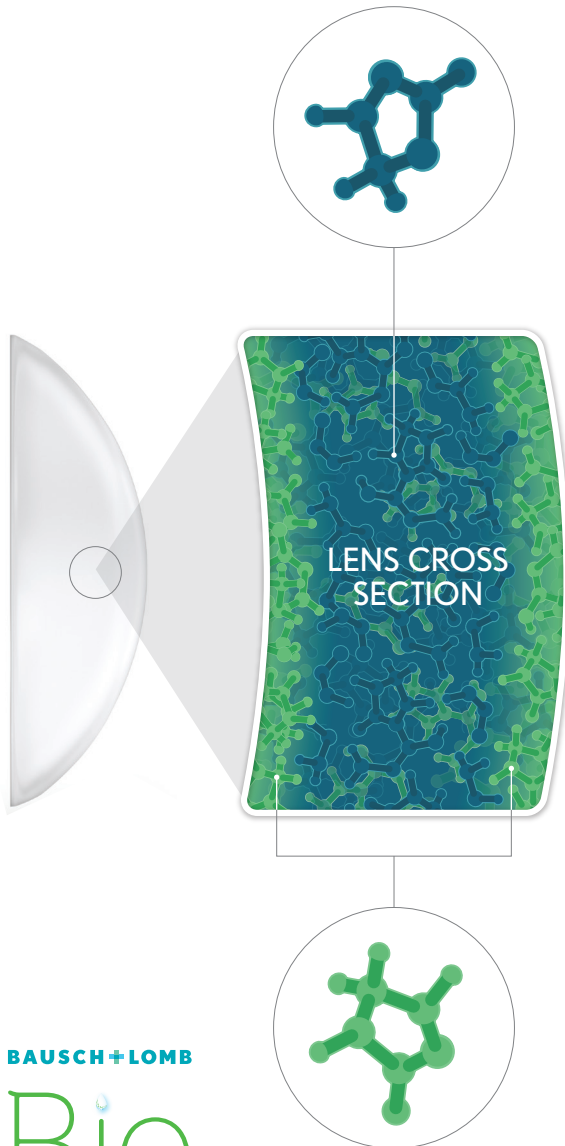
BAUSCH+LOMB

Bio
true[®]
ONEday lenses



BIOTRUE[®] ONEDAY - THE LENS INSPIRED BY
THE BIOLOGY OF YOUR EYES

MORE MOISTURE THAN ANY OTHER CONTACT LENS¹



Water-loving polymer

- **PVP** (polyvinylpyrrolidone) is the most abundant, hydrophilic component of the lens
- Allows for a lens that is 78% water content - same as the cornea

**Biotrue® ONEday maintains
nearly 100% of its moisture
for a full 16 hours¹**

Patented dehydration barrier

- **Poloxamer 407** drives to the lens surface to lock in moisture throughout the day
- Mimics the tear film to provide a smooth optical surface

BAUSCH+LOMB

Bio
true[®]
ONEday lenses

TAKE A CLOSER LOOK

PERFORMANCE AND VALUE

	Biotrue® ONEday	1-DAY ACUVUE MOIST	DAILIES AquaComfort Plus
Oxygen level [†]	42 Dk/t	25 Dk/t	26 Dk/t
Moisture content	78%	58%	69%
Spherical aberration control [‡]	✓		
UVA/UVB protection	✓	✓	
Material release date	nesofilcon A - 2012	etafilcon A - 1987	nelfilcon A - 1996
Go Free	✓		

[†] Oxygen levels for single vision spherical (SVS) lenses only.

[‡] In SVS and toric lenses only.

Give your patients who are new to daily disposable lenses
a smart combination of performance and value



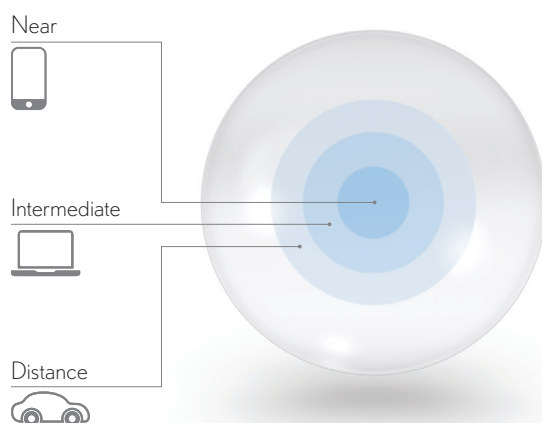
THE COMPLETE FAMILY TO MEET YOUR PATIENTS' VISION NEEDS

Biotrue® ONEday for PRESBYOPIA

4 out of 5 patients fit successfully in one visit^{2¶}

3-Zone Progressive™ Design

- Delivers clear binocular vision at near, intermediate and far distances
- Seamless transitions between 3 zones provide easy adaptation between key distances

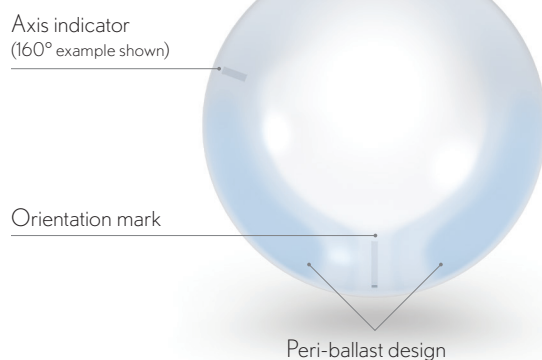


Biotrue® ONEday for ASTIGMATISM

94% of patients experience comfortable vision throughout the day³

Peri-Ballast Design

- Spherical aberration control reduces halos and glare to provide clear vision
- Thin, tapered edge design limits lid interaction
- Designed to work with natural blink patterns



[¶] When the ECP followed the fitting guide for the 3-Zone Progressive™ Design of PureVision®2 for Presbyopia lens.

STRENGTHEN YOUR PRACTICE AND INCREASE PATIENT LOYALTY

More value for you

Order 3 boxes of Biotrue® ONEday daily disposable contact lenses and get 1 BOX FREE. Create a better patient experience with our Go Free program by removing the hassle of rebates and providing instant savings.

Support promotional materials

Attention-grabbing and versatile, our promotional materials are designed to create awareness, build traffic and start the conversation on the comfort and convenience of Biotrue® ONEday daily disposable contact lenses.

Buy 3 Boxes, Get 1 Free!



Free



Table mats and posters



Social media posts



Brochures with holder



Roll up banner




Biotrue® ONEday PARAMETERS

Material	nesofilcon A
Lens material technology	Surface Active Technology™
Water content	78%
Oxygen transmission	42 Dk/t @ -3.00D
Visibility tint	Light blue
Modality	Daily disposable; Daily wear indication
UVA/UVB*	Yes UV BLOCK

Biotrue® ONEday	
Base curve	8.6 mm
Diameter	14.2 mm
Center thickness	0.1 mm @ -3.00D
Powers	PL to -6.00D (in 0.25D steps); -6.50D to -9.00D (in 0.50D steps); +0.25D to +6.00D (in 0.25D steps)
Aspheric optics	Yes

Biotrue® ONEday for Presbyopia	
Lens design technology	3-Zone Progressive™ Design, center-near aspheric optics
Base curve	8.6 mm
Diameter	14.2 mm
Center thickness	0.1 mm @ -3.00D
Spherical powers	+6.00D to -9.00D (in 0.25D steps, including plano)
Add powers	Low: +0.75D to +1.50D spectacle Add High: +1.75D to +2.50D spectacle Add

Biotrue® ONEday for Astigmatism			
Lens design technology	Peri-ballast		
Base curve	8.4 mm		
Diameter	14.5 mm		
Power range	Spherical powers	Cylinder powers	Axes
	PL to -6.00D (in 0.25D steps); -6.50D to -9.00D (in 0.50D steps)	-0.75D, -1.25D, -1.75D -2.25D	10°, 20°, 60°, 70°, 80°, 90°, 100°, 110°, 120°, 160°, 170°, 180° 20°, 90°, 160°, 180°
	+0.25D to +4.00D (in 0.25D steps)	-0.75D, -1.25D, -1.75D	20°, 70°, 90°, 110°, 160°, 180°
Orientation mark	Orientation mark at 6 o'clock		Axis indicator varies with axis (160° example shown)

**NOW THAT YOU'VE
TAKEN A CLOSER LOOK,**
prescribe Biotrue® ONEday
daily disposable contact lenses.



***WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. The effectiveness of wearing UV-absorbing contact lenses in preventing or reducing the incidence of ocular disorders associated with exposure to UV light has not been established at this time. You should continue to use UV-absorbing eyewear as directed. **NOTE:** Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders.

REFERENCES: **1.** Data on file. Bausch & Lomb Incorporated, Rochester, NY. **2.** Thirty-nine ECPs (from 10 countries) refitted 441 existing soft contact lens wearing presbyopes into PureVision®2 Presbyopia lenses. Patients returned for follow-up visits after 1-2 weeks. ECP assessment of lens performance including ease of fit, and patient satisfaction with lenses in real-world conditions, were measured using a 6-point agreement survey. **3.** Results of an online survey with patients who completed an evaluation program for Biotrue® ONEday for Astigmatism contact lenses and wore their trial lenses for ≥4 days (n=1001). Survey results include patients who strongly agreed, agreed, or slightly agreed (on a 6-point agreement scale) with the surveyed statement, with a margin of error ±1.4%.

Bausch + Lomb Canada, Vaughan, Ontario L4K 4B4

©Valeant Canada LP ©/TM are trademarks of Bausch & Lomb Incorporated or its affiliates.

All other products/brand names and/or logos are trademarks of the respective owners.

160-8943E

BAUSCH + LOMB
See better. Live better.