

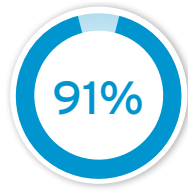
**Demonstrated fitting success by your peers†**



of patients were successfully fit in **one** visit<sup>7</sup>



of patients were successfully fit in **two** visits<sup>7</sup>



of ECPs agreed that the fitting guide made it **easy to fit**<sup>7</sup>

## Parameters

Material:	nesofilcon A
Water Content:	78%
Oxygen Transmission:	42 Dk/t @ -3.00D
Base Curve:	8.6 mm
Diameter:	14.2 mm
Center Thickness:	0.1 mm @ -3.00D
Spherical Power:	+6.00D to -9.00D (in .25D steps) including plano
Add Power:	Low: +0.75D to +1.50D spectacle add High: +1.75D to +2.50D spectacle add
Design:	Center-near aspheric optics, 3-Zone Progressive™
Visibility Tint:	Light blue
Wear:	Daily Wear, Daily Disposable
UVA/UVB Protection:*	Yes

**Offer your patients a complete family of products: Biotrue® ONEday, Biotrue® ONEday for Astigmatism and Biotrue® ONEday for Presbyopia.**



\* Helps protect against transmission of harmful UV radiation to the cornea and into the eye. 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.

† When the ECP followed the fitting guide for PureVision® for Presbyopia

REFERENCES: **1.** Data on file. Bausch & Lomb Incorporated. Rochester, NY; 2012-2015. **2.** Data on file. Bausch & Lomb Incorporated. Rochester NY; 2013. **3.** Are You Getting Audiences Right? (n.d.) Retrieved June 16, 2015, from <https://www.millwardbrown.com/Research/getting-audiences-right/>. **4.** Mander, J. (2014). GWI Audience Report Summary Q2 2014. Generations understanding the digital behaviors and attitudes of the Millennial, Gen X and Baby Boomer Generations. Global Web Index, 1-6. Retrieved July 15, 2015, from [http://insight.globalwebindex.net/hs-fs/hub/304927/file-918728067-pdf/Content\\_Marketing/GWI\\_Generations\\_Summary\\_Report\\_Q2\\_2014.pdf?submissionGuid=al8cfa4f-7731-447f-a234-4259035fbb38](http://insight.globalwebindex.net/hs-fs/hub/304927/file-918728067-pdf/Content_Marketing/GWI_Generations_Summary_Report_Q2_2014.pdf?submissionGuid=al8cfa4f-7731-447f-a234-4259035fbb38). **5.** Vogt AKS, Hovinga K. Consistency of multifocal contact lens designs. Poster presented at: The American Academy of Optometry Annual Meeting, October 23-26, 2013. **6.** Vogt AKS, Bateman K, Green T, Reindel W. Using power profiles to evaluate aspheric lenses. CL Spectrum. 2011(January). **7.** Thirty-nine ECPs (from 10 countries) refitted 422 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.

**BAUSCH + LOMB**

BIO  
true.  
ONEday lenses

INSPIRED BY THE BIOLOGY OF YOUR EYES

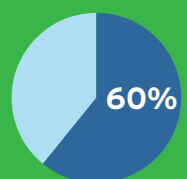
**BIOTRUE® ONEDAY FOR PRESBYOPIA:**  
Excellent clarity and comfort unites with a proven multifocal design



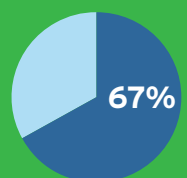


We may blink up to 66% less on average when using digital devices, which could contribute to lens dehydration.<sup>2</sup>

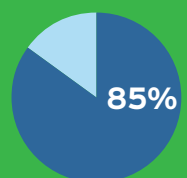
The Gen X population may be more susceptible to dryness due to age-related factors and increased digital device use.



60% use a smartphone daily<sup>3</sup>



67% use a laptop daily<sup>3</sup>



85% use an additional device while watching television<sup>4</sup>

With its unique dehydration barrier, Biotrue ONEday<sup>®</sup> maintains 98% of its moisture for up to 16 hours<sup>1</sup>

**PVP binds to P407**  
Hydrophilic polymer molecules—PVP—are bound to the molecules of Poloxamer 407, the surface Active Macromer.

**P407 is concentrated at surface**  
The molecules of Poloxamer 407, the Surface Active Macromer, increase in concentration at the surface locking in moisture throughout the day.

3-Zone Progressive™ Design delivers outstanding near, intermediate and distance vision.

**NEAR**

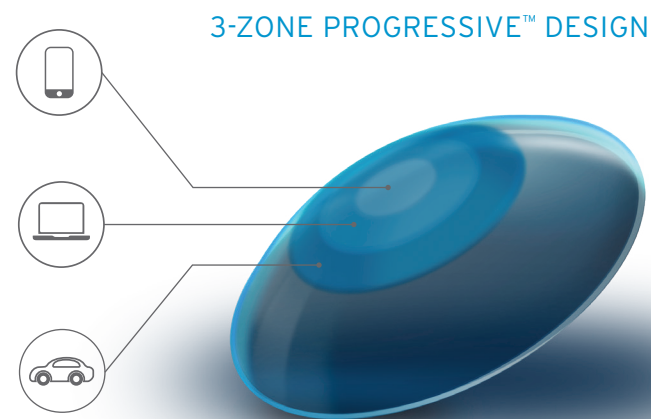
Add power across the center portion of the lens

**INTERMEDIATE**

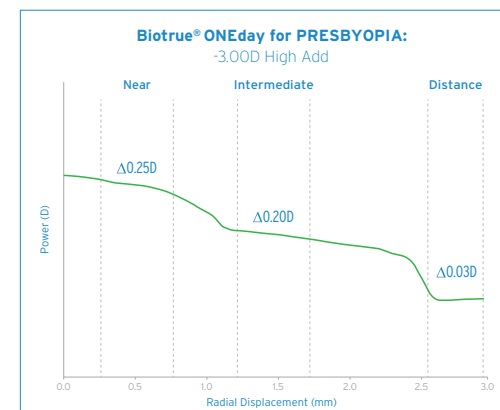
Consistent zone where Add power gradually transitions to accurate distance power

**DISTANCE**

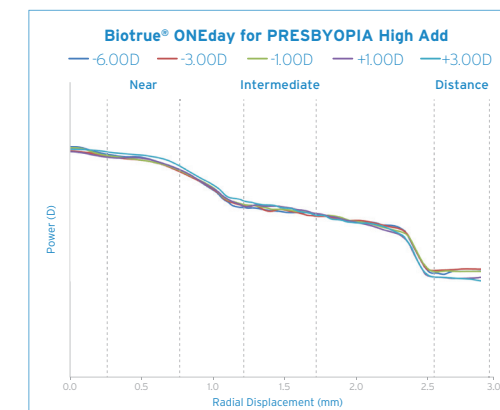
Optimized for a natural visual experience



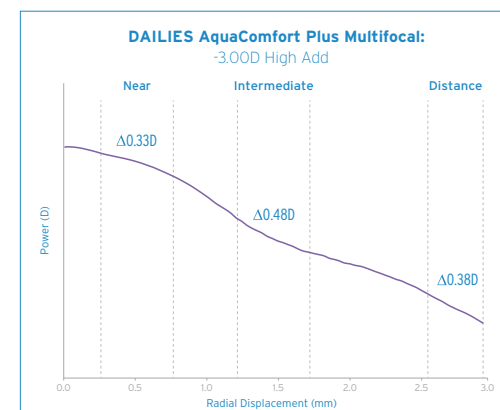
Optimized power where patients need it most, resulting in smoother transitions and more usable vision<sup>5,6</sup>



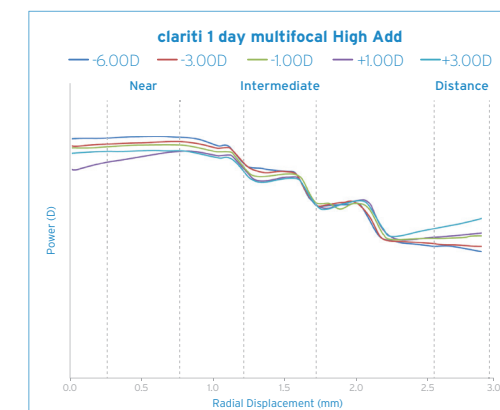
3 distinct zones with consistent power in each zone



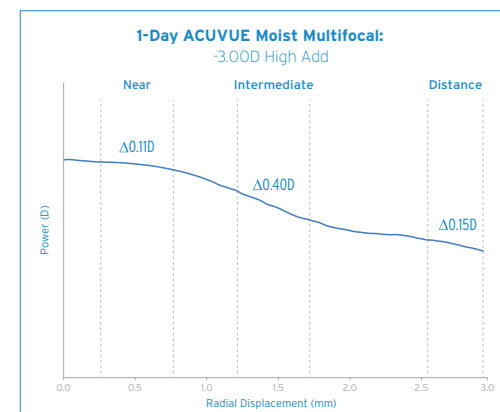
A consistent amount of Add power across the entire power range



DAILIES AquaComfort Plus Multifocal shows inconsistent power within near, intermediate and distance zones<sup>1</sup>



clariti 1 day multifocal has inconsistent power distribution across the entire power range, which could result in an unpredictable fit from power to power<sup>1</sup>



Power changes substantially across the intermediate zone for 1-DAY ACUVUE MOIST Multifocal<sup>1</sup>

**3-Zone Progressive™ Design: Designed for a successful first fit**

- Accurate add power at every add power - designed for a predictable fit<sup>1</sup>
- Achieve an easy fit across all powers and from patient to patient
- Only 2 Add powers for ease of fitting (Low Add up to +1.50 and High Add up to +2.50)

