## Perfecting Vision. Enhancing Life.®

# Daily disposable contact lenses: The healthy win-win opportunity.

personally choose daily disposable lenses when I wear contact lenses for sports. I truly believe daily disposable lenses are one of the healthiest ways to wear contact lenses and of course, the most convenient. The recently introduced SofLens® daily disposable contact lens allows for exceptional vision even in low light conditions with its High Definition™ Optics. And, exceptional all day comfort can also be achieved with ComfortMoist™ Technology that combines a thin lens design with an innovative packaging solution that creates a cushion of moisture around the lens.

### The List of Benefits Goes On:

- easy handling with advanced packaging
- sterile lens every day of use
- no lens care
- great for first-time wearers, part-time wears and full-time wearers
- great for children and teens
- great for allergy sufferers
- great for heavy depositors
- ideal for occasional wear for sports or vacations

In fact they are great for nearly all your contact lens wearers.

#### **Growth Opportunity**

There is growth in prescribing of daily disposable lenses throughout the world.

The U.S. growth of single use lenses increased 20% in 2008 compared to the year before.

## JOE'S VIEW

with Joe Barr, OD, MS, FAAO Bausch & Lomb



The recently introduced SofLens® daily disposable contact lens allows for exceptional vision even in low light conditions.

Obviously, patients and eye care professionals alike agree this is an excellent modality.

#### **Patient and Practice Opportunity**

Recommending daily disposable lenses can build your practice through a high level of patient satisfaction. Annual lens supply purchases, along with the best modality for lens replacement compliance at 88%, can lead to improved patient retention rates which is beneficial to your patients as well as your practice. Daily disposable lenses can be as affordable as two week lenses when pricing is right and rebates are available and utilized.

Daily disposable lenses are valuable to your patients, so keep this modality top of mind when making a recommendation. And remember, Bausch & Lomb is committed to protecting and enhancing the precious gift of sight for all individuals, and partnering with

the eye care professional to provide the best vision solutions for patients throughout their lives.

Thanks for listening and reading. I'm looking forward to your comments at JoesView@bausch.com.

Regards,

Joe Ban

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