



Dear Eye Care Practitioner,

CIBA VISION® is proud to announce our exceptional silicone hydrogel monthly replacement lens AIR OPTIX® AQUA will be available in all **Walmart** and **Sam's modulars** as of November 1, 2009. This unique lens provides an advanced combination of oxygen and moisture for a healthy, natural feeling. The AIR OPTIX® AQUA lens provides exceptionally comfortable lens wear with the unique AQUA Moisture System.

The AQUA Moisture System:

- Lubricates: A unique moisture agent binds with the lens surface to create a silky layer that helps the eyelid to easily glide over the lens for **comfort on contact**.
- Maintains: A patented lens material that helps maintain moisture by minimizing the rate of lens dehydration^{1*} for **comfort all day**.
- Sustains: An ultra-smooth surface with superior wettability^{2**} and excellent deposit resistance³ for **comfort every day**.

The product specifications are:

Base Curve:	8.6 mm
Diameter:	14.2 mm
Powers:	-0.25D to -8.00D (0.25D steps) -8.50D to -10.00D (0.50D steps) +0.25D to +6.00D (0.25D steps)
Dk/t:	138 @ -3.00D

With a recommended replacement schedule of up to 4 weeks, this lens can be easier for patients to remember to replace. Studies also show that as few as 48% of patients wearing 2 week replacement silicone hydrogel contact lenses are compliant[±] with the recommended replacement schedule as compared to 72% of patients wearing monthly replacement silicone hydrogel lenses.⁴

When combined with Walmart's Instant Savings Program (\$30 on a 4 box purchase), the patient can purchase an annual supply for less than \$170.00. In these difficult economic times, this represents an excellent value for our patients. Thank you for your continued support.

Warm professional regards,

Charles Bailey, OD
CIBA Vision Director of Professional Relations - Walmart

*Based on in vitro measurements compared with high-water content (>50%) hydrogel lenses.

**Ex vivo measurement of contact angles on lenses worn daily wear using Clear Care® for cleaning and disinfection, compared with ACUVUE® OASYS™, ACUVUE® ADVANCE®, and PureVision® lenses.

±Compliance with manufacturer recommended replacement frequency. Based on a survey of 1,654 contacts lens wearers

1. CIBA VISION data on file, 2008.

2. CIBA VISION data on file, 2009.

3. CIBA VISION data on file, 2008.

4. Dumbleton K, Woods C, et al. Patient and practitioner compliance with silicone hydrogel and daily disposable lens replacement in the United States. Eye & Contact Lens. 2009;35(4):164-171.

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