

Alcon® DAILIES TOTAL1® Multifocal contact lenses awarded AOP Product of the Year 2017

- *On the 5th February 2017, Alcon® won the Association of Optometrists (AOP) Product of the Year Award with DAILIES TOTAL1® Multifocal contact lenses.*
- *As the first and only water gradient multifocal contact lenses for presbyopia, DAILIES TOTAL1® Multifocal uniquely addresses end-of-day dryness, discomfort and provides a seamless visual experience.¹⁻⁵*

Camberley, Surrey, 23rd February, 2017 – Alcon®, the Global leader in eye care and a division of Novartis, is proud to announce that DAILIES TOTAL1® Multifocal has been awarded Product of the Year by the AOP. Launched in September 2016, DAILIES TOTAL1® Multifocal is the first and only water gradient multifocal contact lens for presbyopia addressing end-of-day dryness and discomfort while providing a seamless visual experience¹⁻⁵.

“It is an honour to receive this award from the Association of Optometrists”, said Ray Pasko, Business Unit Head of Vision Care at Alcon® UK and Ireland. “Alcon® wouldn’t have achieved this success without your support, and we would like to thank you all for believing in DAILIES TOTAL1® Multifocal; a contact lens designed for patients with presbyopia looking for the ultimate multifocal lens experience. To gain such recognition from the Eye Care Professionals with whom we work every day is humbling”, he added.

The Product of the Year is a new AOP 2017 category and nominees are chosen solely by the profession – with voting open exclusively to AOP members. Product of the Year recognises recent products that have successfully met the demands of the optical sector. The award is designed to give those in the profession the chance to celebrate product innovations that have improved their practice and patient care.

About DAILIES TOTAL1® Multifocal

The advanced features of DAILIES TOTAL1® Multifocal are designed to address the specific vision needs of presbyopes: the water gradient material uniquely reduces end-of-day dryness^{1,6*} as the water content approaches 100% at the outermost surface of the lens^{7,8}. The hydrophilic surface gel of the lens is almost as soft as the human corneal epithelium to provide exceptional comfort^{8,9}. SmarTears™ features phosphatidylcholine (PC), an ingredient found in natural tears which is eluted into the tear film when needed to help address contact lens related dryness through lipid layer stabilisation⁶.

The innovative optical design of Alcon®’s multifocal Precision Profile™ technology offers a smooth progression of power designed to provide a seamless experience between distant, intermediate and near vision.⁵ This lens profile is also available in Alcon’s AIR OPTIX® AQUA MULTIFOCAL and DAILIES® AquaComfort PLUS® Multifocal contact lenses and offers a 96% fit success rate.^{10**}

Launched to the UK and Ireland in September 2016, DAILIES TOTAL1® Multifocal contact lenses are available with a power range of +6.00D to -10.00D (in 0.25D steps) and three ADD powers (LO, MED, HI).

DAILIES TOTAL1® contact lenses are medical devices that must be prescribed by an eye care professional. See product instructions for complete wear, care, and safety information.

About Presbyopia¹¹

Presbyopia is the gradual decline of the eyes' ability to focus on nearby objects, causing objects to appear blurry and out of focus. Much like adjusting the focus on a camera, the natural lens within the eye of a person under the age of 40 changes shape to properly focus on objects at different distances. But as eyes age, they lose their ability to adjust, resulting in diminished up-close vision. Presbyopia develops gradually, with most people developing symptoms by their early to mid-40s. The most common symptoms of presbyopia are blurred vision at normal reading distances with glasses or contact lenses (particularly in dim light), headaches, eyestrain and fatigue while reading or doing close-up work. Nearly everyone experiences presbyopia; scientists believe this to be a natural part of aging that affects everyone.

About Alcon[®]

Alcon[®] is the global leader in eye care. As a division of Novartis, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our products touch the lives of more than 260 million people each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors, and there are millions more who are waiting for solutions to meet their eye care needs. Our purpose is reimagining eye care, and we do this through innovative products, partnerships with eye care professionals and programs that enhance access to quality eye care. Learn more at www.uk.alcon.com or contact Alcon[®] Customer Service Team on 0371 376 0017 (UK) / 0818 946621 (ROI).

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*Based on DAILIES TOTAL1® sphere contact lenses vs habitual lenses.

** Fit Success in established presbyopes with Alcon Multifocal contact lenses using 2 or fewer lenses per eye; where n=27 for AIR OPTIX® AQUA Multifocal contact lenses and n=26 for DAILIES® AquaComfort Plus® Multifocal contact lenses.

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