

Alcon® DAILIES TOTAL1® Multifocal scoops second major industry award this year at the Optician Awards 2017

- *Alcon collected the accolade for Contact Lens Product of the Year at the Optician Awards 2017, a second industry leading award this year for its DAILIES TOTAL1 Multifocal contact lenses.*
- *DAILIES TOTAL1 Multifocal had previously been named as Product of the Year at the 2017 Association of Optometrists (AOP) Awards.*
- *The innovative DAILIES TOTAL1 Multifocal contact lens provides seamless distant, intermediate and near vision, all whilst offering a best-in-class visual experience¹⁻⁵.*

Camberley, Surrey, 2nd June 2017 – Alcon, the Global leader in eyecare and a division of Novartis, announces its pioneering DAILIES TOTAL1 Multifocal has scooped its second industry leading award this year after being presented with the Contact Lens Product of the Year accolade at the Optician Awards.

DAILIES TOTAL1 Multifocal is leading the way in the multifocal contact lens segment, having already been named The Product of the Year at the AOP Awards earlier this year. Its latest success was announced at The Optician Awards ceremony where an expert panel of judges recognised DAILIES TOTAL1 Multifocal as Contact Lens Product of the Year.

Judges for the Optician Awards 2017 recognised this new Alcon product for its ability to enhance wearers' contact lens experience, for making a real impact in retaining wearers and for providing practitioners with a lens they want to fit.

Commenting on the award, Ray Pasko, Business Unit Head of Vision Care at Alcon UK and Ireland says, *"we are delighted to have won the Contact Lens Product of the Year award, less than two months after the AOP Product of the Year Award. DAILIES TOTAL1 Multifocal was introduced to the market less than one year ago, for it to have already been recognised as contact lens product of the year in two major industry awards is a significant recognition of its performance and patients' experience of the lens."*

Developed for people with presbyopia, DAILIES TOTAL1 Multifocal is the first and only water gradient multifocal contact lens addressing end-of-day dryness and discomfort. This innovative multifocal lens provides both seamless distant, intermediate and near vision, all whilst offering a seamless visual experience¹⁻⁵.

Keith Tempany, Independent Optometrist, describes his experience with DAILIES TOTAL1 Multifocal: *"I see DAILIES TOTAL1 Multifocal as the most predictable contact lens. You could almost preorder trials for every presbyope when they book in for an eye exam and achieve a good percentage success"*.

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).

Alcon is on Facebook. Like us at www.facebook.com/AlconEyeCare

###

Media Contact

Name: JONATHON BENCH

Mobile: 07876 870 449

Email: jonathon.bench@alcon.com

*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.

References

1. Pérez-Gómez I, Giles T. European survey of contact lens wearers and eye care professionals on satisfaction with a new water gradient daily disposable contact lens. *Clin Optom.* 2014;6:17-23.
2. Dunn A, Uruena J, Huo Y, et al. Lubricity of surface hydrogel layers. *Tribol Lett.* 2013;49:371-378.
3. Thekveli S, Qui Y, Kapoor Y, Liang W, Pruitt J. Structure-property relationship of delefilcon A lenses. *Cont Lens Anterior Eye.* 2012;35 (Suppl 1):e14.
4. Pruitt J, Qiu Y, Thekveli S, Hart R. Surface characterization of a water gradient silicone hydrogel contact lens (delefilcon A). *Invest Ophthalmol Vis Sci.* 2012;53: E-Abstract 6107.
5. Alcon data on file, 2013
6. Pitt at all. Loading and Release of a Phospholipid From Contact Lenses. *Optom Vis Sci.* 88 (4).2011.
7. Thekveli S, Qui Y, Kapoor Y, Liang W, Pruitt J. Structure-property relationship of delefilcon A lenses. *Cont Lens Anterior Eye.* 2012;35 (Suppl 1):e14.
8. Pruitt J, Qiu Y, Thekveli S, Hart R. Surface characterization of a water gradient silicone hydrogel contact lens (delefilcon A). *Invest Ophthalmol Vis Sci.* 2012;53: E-Abstract 6107.
9. Angelini T, Nixon R, Dunn A, et al. Viscoelasticity and mesh size at the surface of hydrogels characterized with microrheology. *Invest Ophthalmol Vis Sci.* 2013;54:E-Abstract 500.
10. Alcon data on file, 2011.
11. <http://myeyes.com/presbyopia/what-is-presbyopia.shtml>