



No other toric lens has all the benefits of  
ACUVUE® OASYS™ *for ASTIGMATISM*

# Patient Insights

Have existing toric contact lenses met your patient's needs?

## Vision



Clear, stable vision throughout the day?

## Comfort



Same comfort benefits as spherical lenses?

## Health



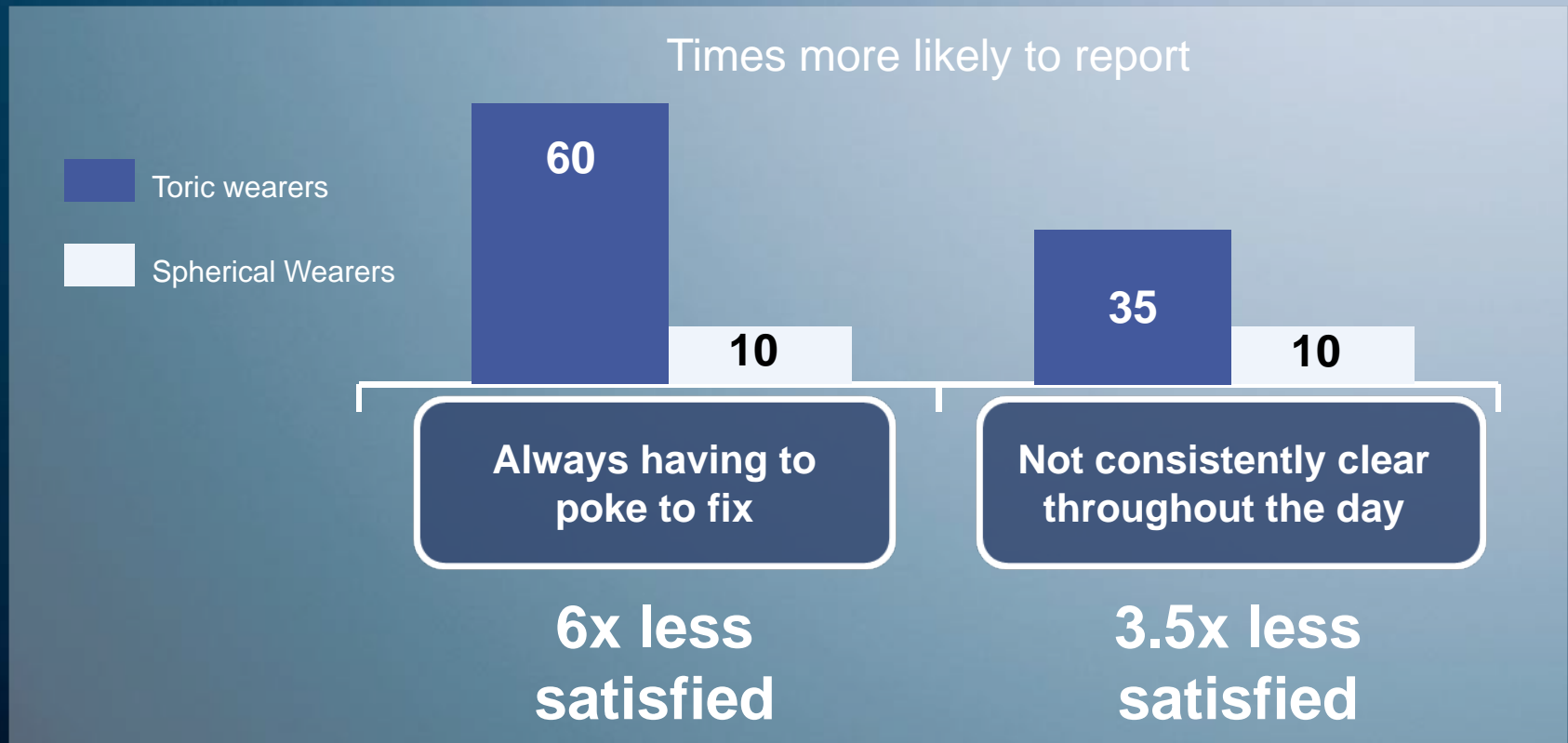
High corneal oxygenation and UV protection<sup>1</sup>?

**Can** we improve patient satisfaction?

1. UV-absorbing contact lenses are not substitutes for UV-blocking sunglasses as they do not completely cover the eye and surrounding area

# Patient Insights - Vision

Toric contact lens wearers are not satisfied with the visual performance of their lenses<sup>1,2</sup>

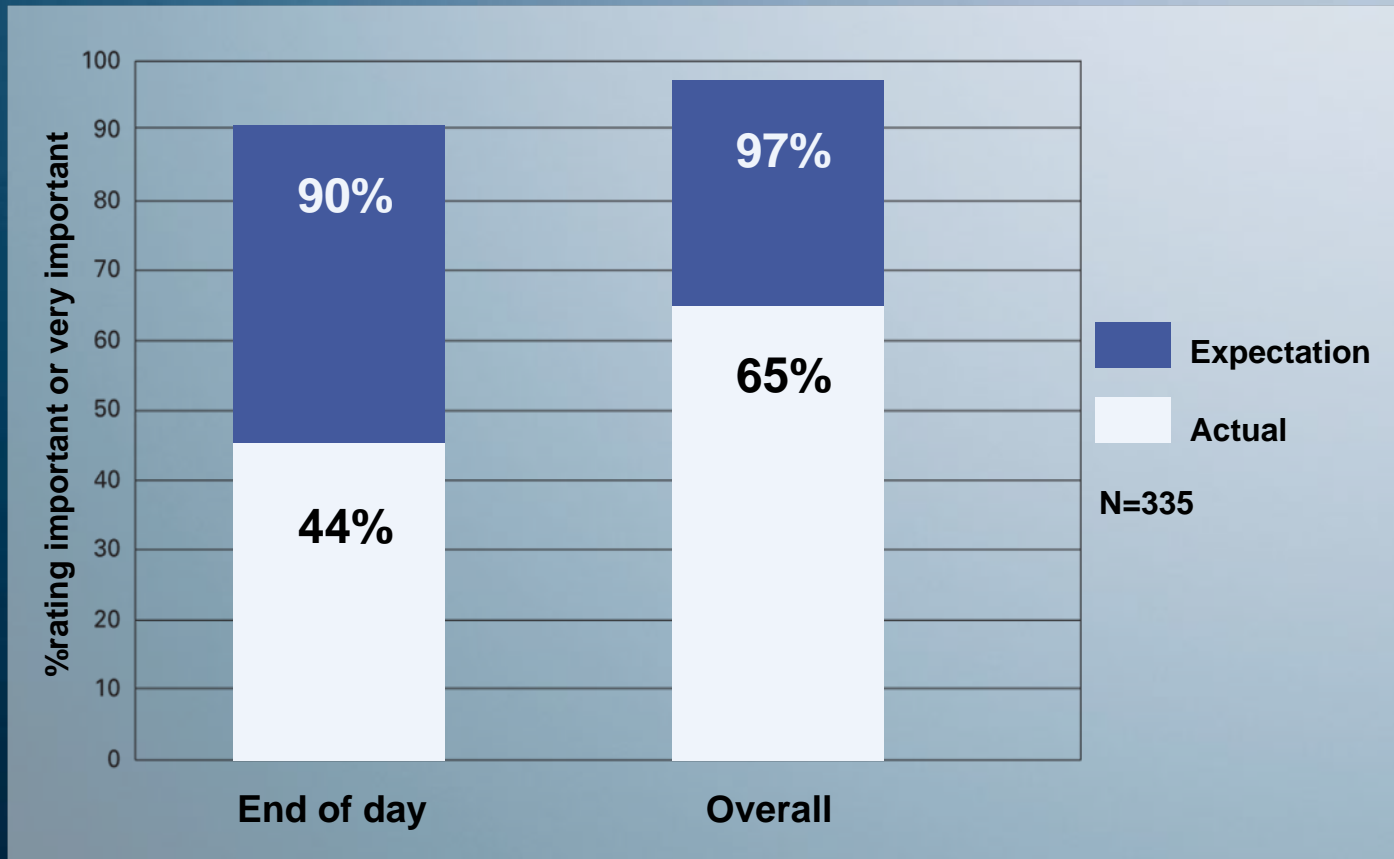


1. Astigmatism Consumer Awareness and Usage Study, Bruno and Ridgeway Research Associates Inc, March 2007

2. Significantly statistical difference at at 90% confidence level.

# Patient Insights - Comfort

Toric lenses not meeting comfort expectations

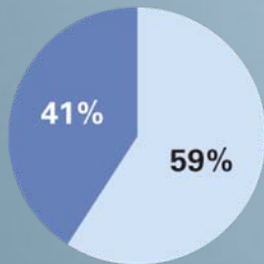


# Patient Insights - Health

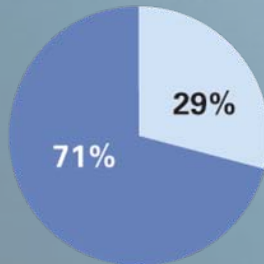
Opportunity to fit more silicone hydrogel toric contact lenses?

## Current wearers<sup>1</sup>

Reusable Spherical



Reusable Toric



Hydrogel  
Silicone Hydrogel

## Benefits of silicone hydrogels

More Oxygen = whiter eyes



**Silicone Hydrogel**  
contact lens



**Hydrogel**  
contact lens

UV Protection<sup>2</sup>



75% of patients would pay more for UV protection once benefits explained<sup>3</sup>



# Deeper questioning of astigmats

Asking questions around vision

How consistent/stable is your vision throughout the day?

Do you ever need to adjust your lens or find that the vision blurs:



**Insertion**



**End of day**



**Driving**



**Sports**

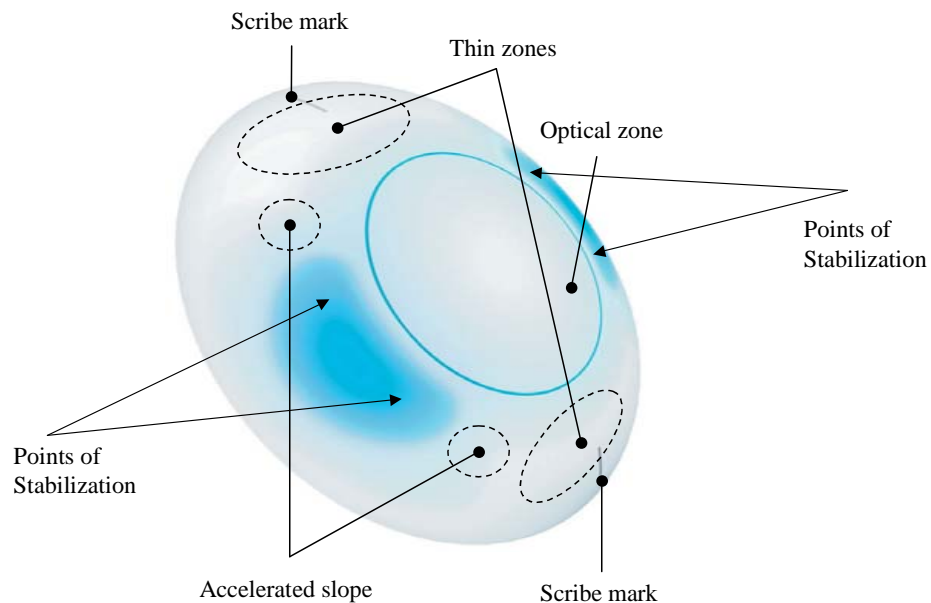


**Work/VDU**

How well does the vision in your contact lenses compare to your glasses?

# Non-Prism Stabilisation

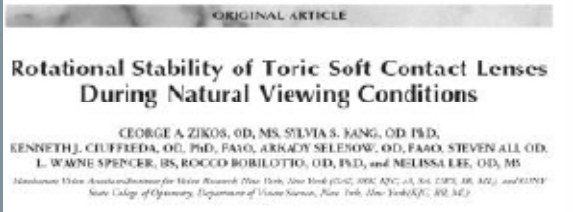
## Accelerated Stabilisation Design



# Vision

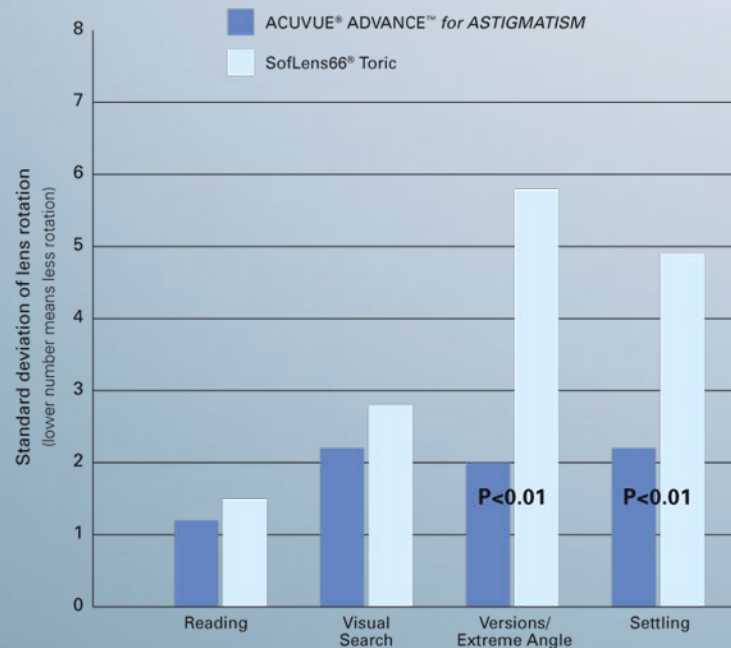
## Benefit of ASD: Lenses more stable during eye movements

In a peer-reviewed study by Zikos, patients experienced greater lens stability during settling and large versional tasks with ASD than with a ballast design



Lenses During Natural Viewing Conditions

GEORGE A. ZIKOS, OD, MS, SYLVIA S. KANG, OD, PhD, KENNETH J. CIUFFREDA, OD, PhD, FAAO, ARKADY SELENOW, OD, FAAO, STEVEN ALI, OD, L. WAYNE SPENCER, BS, ROCCO ROBILOTTI, OD, PhD, and MELISSA LEE, OD, MS OPTOMETRY AND VISION SCIENCE November 2007; 84 (11): 1039–1045





# Comfort

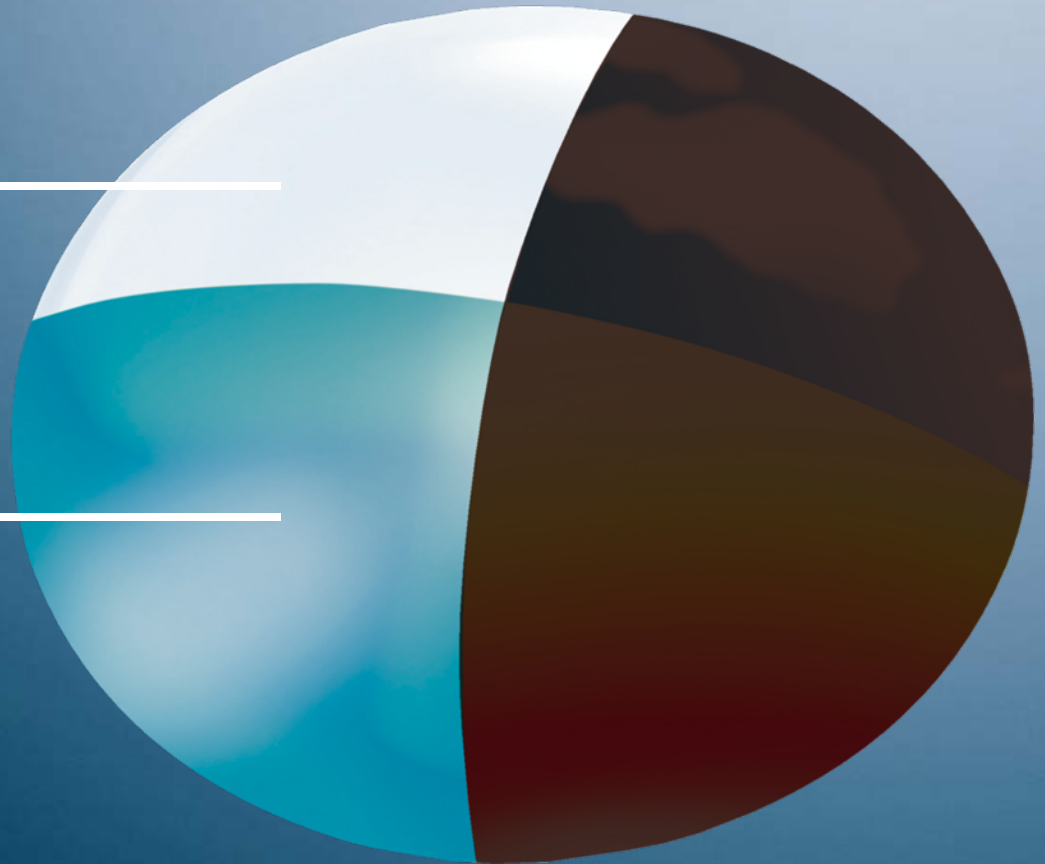
HYDRACLEAR® *Plus* technology + senofilcon A

## Ultra Smooth

The smoothest toric lens on the market

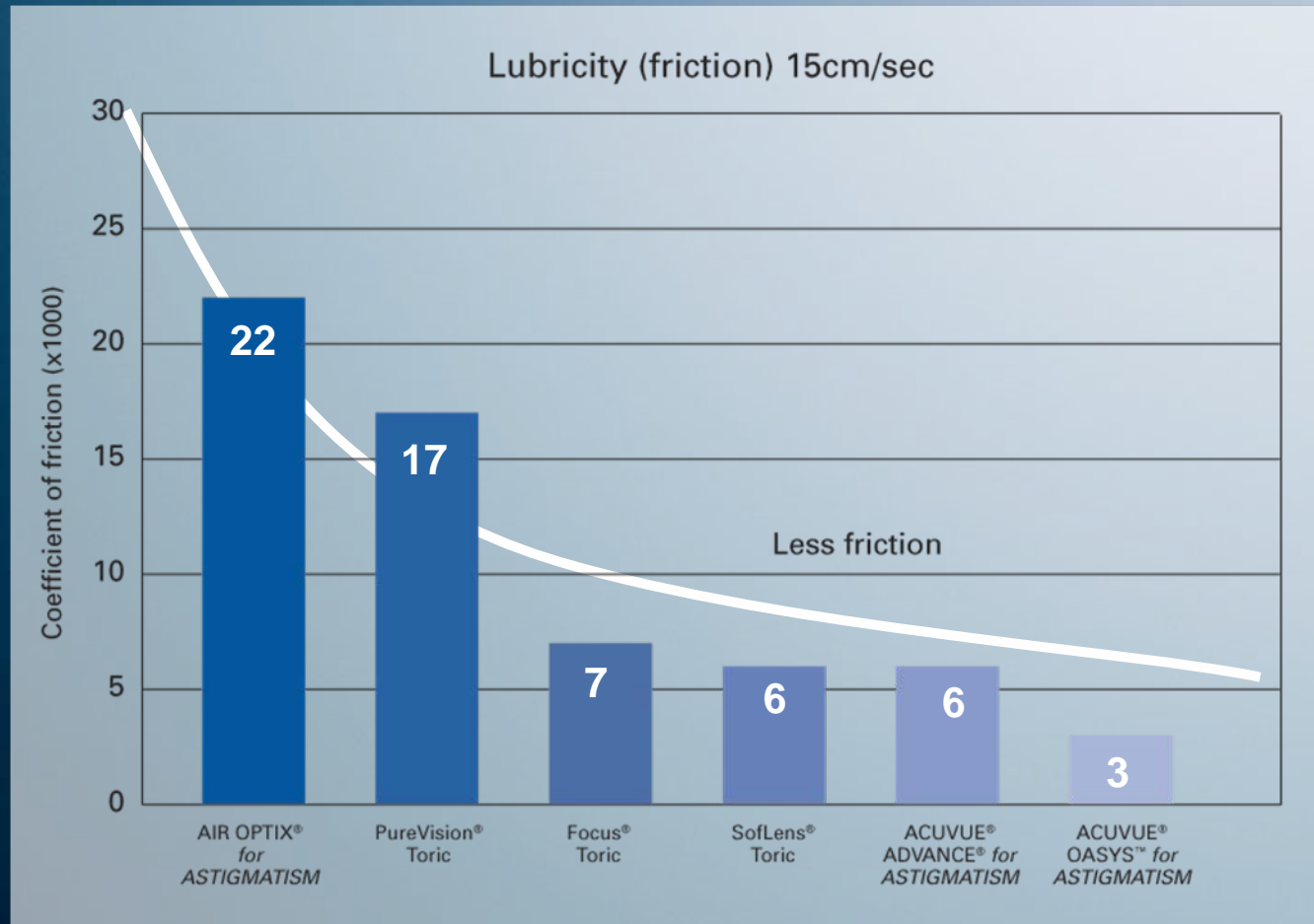
## Ultra Moist

With senofilcon A, tears spread more easily and evenly across the surface of the lens compared to hydrogel material<sup>1</sup>



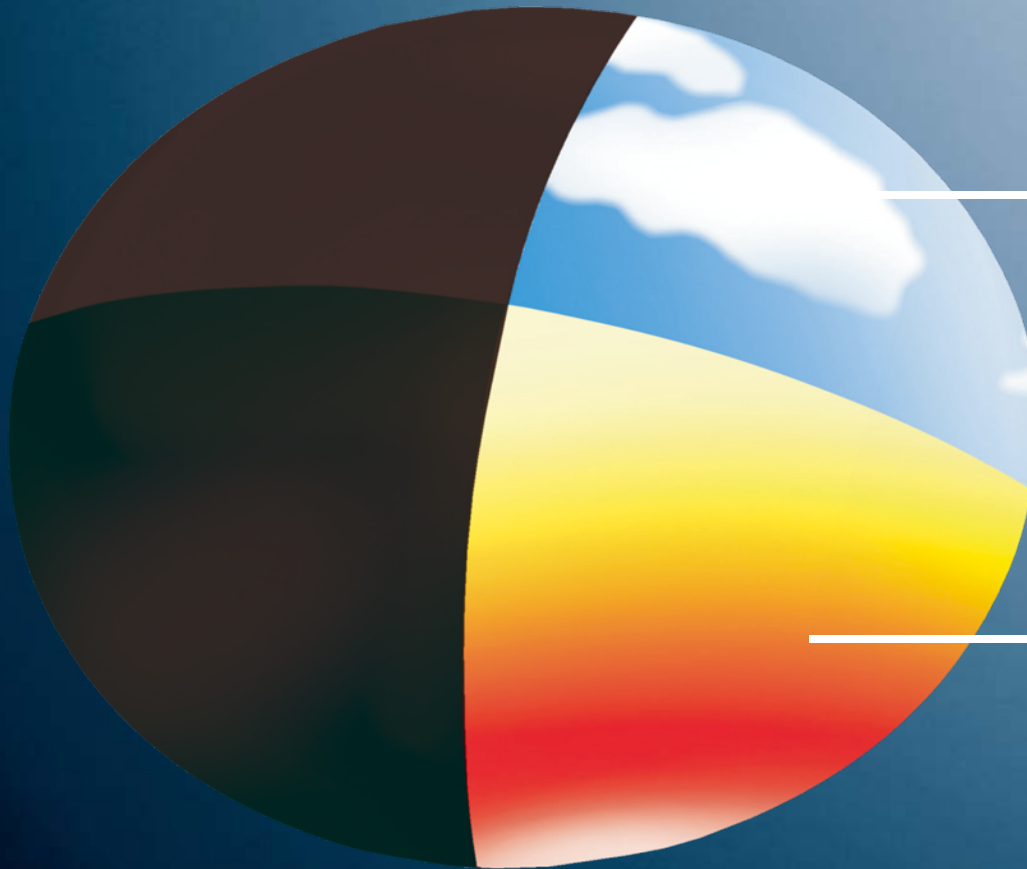
# Ultra Smooth

The smoothest toric lens on the market



# Health

Oxygen + high UV protection



## Ultra breathable

Oxygen level significantly higher than hydrogels (Dk/t 129 measured at centre).

@-3.00DS/independent of cylinder lens.  
Fatt units at 35°C. Boundary and edge corrected via plographic method.

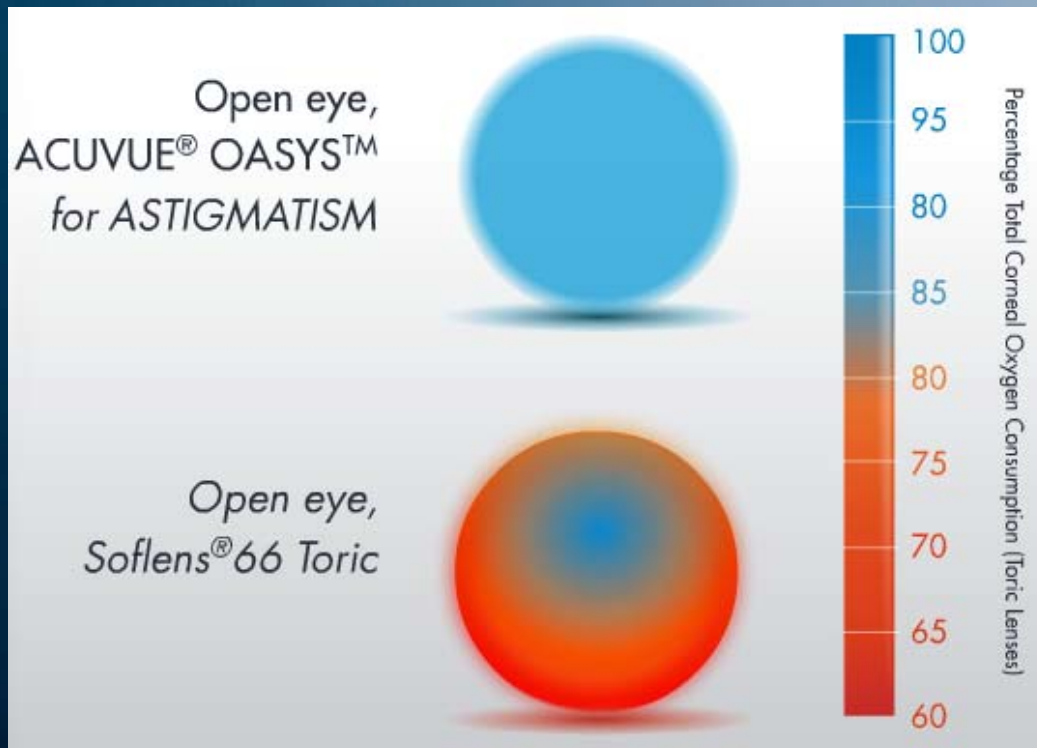
## Ultra Violet protection

The highest UV protection<sup>1</sup> of any toric contact lens in today's market

1. UV-absorbing contact lenses are not substitutes for UV-blocking sunglasses as they do not completely cover the eye and surrounding area.

# Ultra Breathable

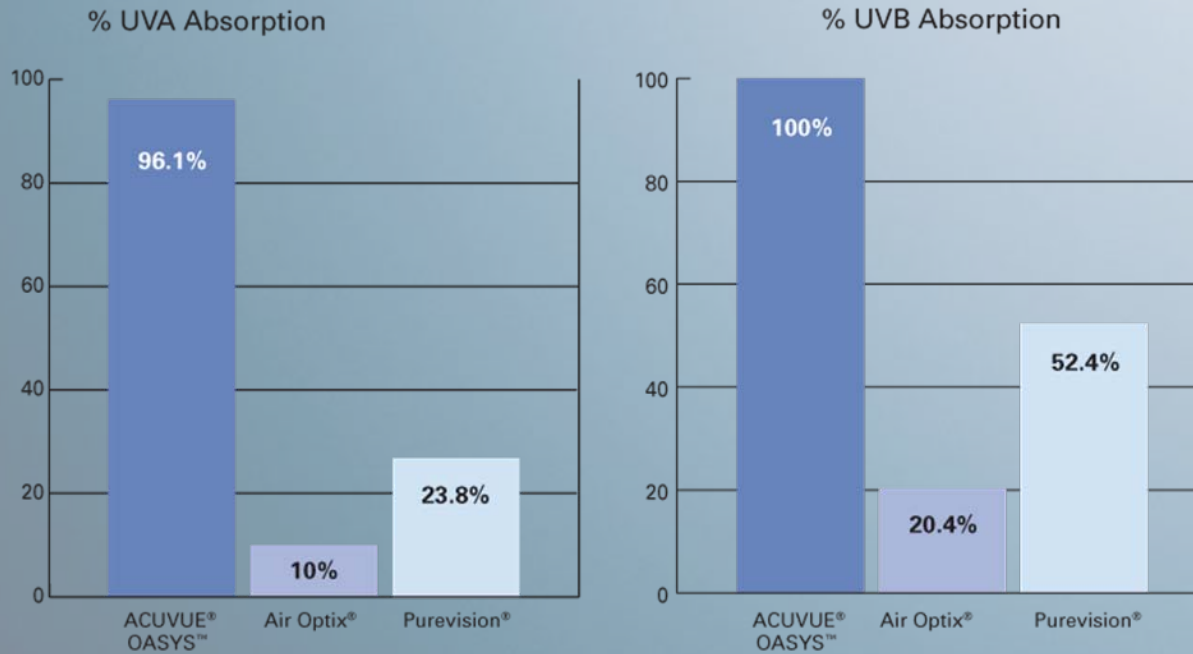
ACUVUE® OASYS™ *for ASTIGMATISM* has minimal impact on corneal oxygen consumption



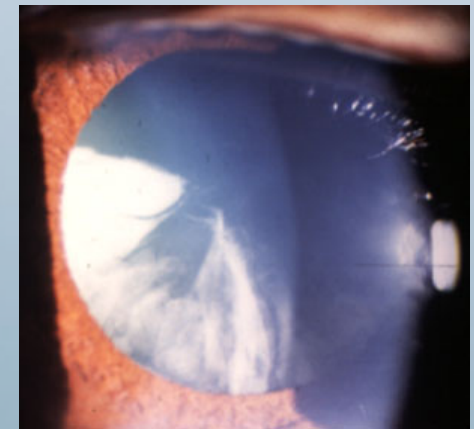
In addition to material, lens design can affect the ability of the cornea to consume oxygen

# Health - UV blocking

## UV blocking in contact lenses



Class I blockers must absorb at least 90% UVA, 99% UVB  
Class II blockers must absorb at least 70% UVA, 95% UVB

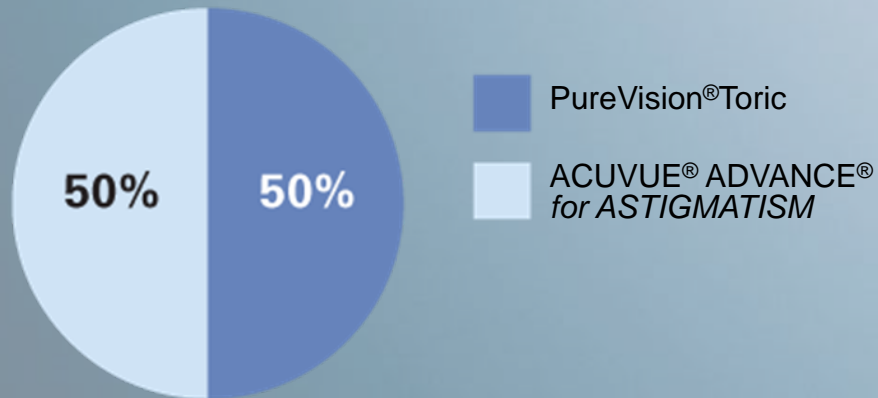




# Strong fitting preference amongst initial trial practitioners

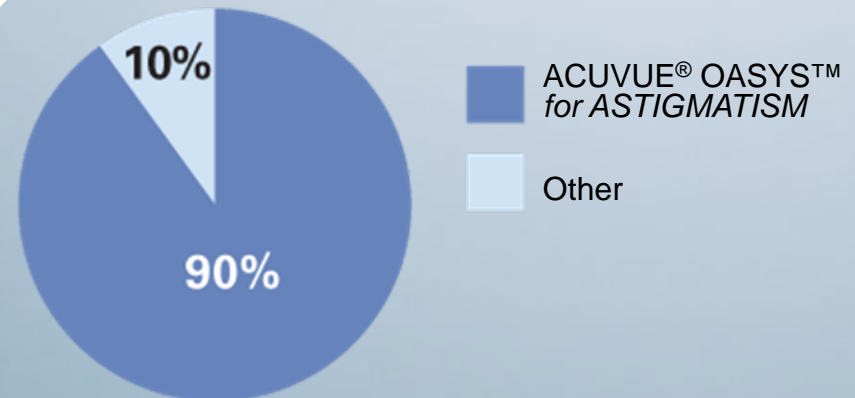
When fitting new patients or refitting existing wearers

**1<sup>st</sup> choice toric Oct 2008**



N = 10

**1<sup>st</sup> choice toric Jan 2009**



N = 11

# Is ACUVUE® OASYS™ *for ASTIGMATISM* easy to handle?

*“It has exceeded all  
expectations for  
handling”*

Peter Ivins, Optometrist



**5 x less likely to be folded in the blister vs ACUVUE® ADVANCE® *for ASTIGMATISM*<sup>1</sup>**

# Product Specifications

+6.00D to -9.00D

## Product Specifications

Lens material	senofilcon A	Combines the benefits of hydrogel and silicone hydrogel materials
Patented technology	HYDRACLEAR® Plus	Incorporates internal wetting agent in the silicone material. No surface coating needed.
Diameter (mm)	14.5 mm	
Base curve (mm)	8.6 mm	
Lens design	Accelerated Stabilisation Design	Stabilises within 60 seconds for majority of fits <sup>1</sup>
Water content	38%	Low modulus to optimise fit and comfort
Oxygen % available to central cornea <sup>2</sup>	98% (open eye) 95% (closed eye)	
Dk/t <sup>3</sup>	129	Exceeds requirements for daily and overnight wear <sup>4,5,6</sup>
Centre thickness <sup>7</sup>	0.080 mm	Very good handling and high oxygen delivery
Class 1 UV Block <sup>8</sup>	96% UVA 100% UVB	Protect ocular tissue from UV radiation
Recommended replacement schedule	2 weekly daily wear 1 week extended wear	More frequent replacement reduces deposition
Markings	Vertical single line at 6 and 12 o'clock	
Other features	Visibility tint	Enhances patient handling
Package size		6 lenses in a pack

# Parameter Range

Will fit the majority of your patients

Parameters															
Sphere Powers	Plano to -6.00D (in 0.25D steps)					-6.50D to -9.00D (in 0.50D steps)					+0.25D to +6.00D (in 0.25D steps)				
	Cylinders	-0.75D	-1.25D	-1.75D	-2.25D		-0.75D	-1.25D	-1.75D	-2.25D		-0.75D	-1.25D	-1.75D	-2.25D
10		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	
20		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	
30		✓	✓	✓											
40		✓	✓	✓											
50		✓	✓	✓											
60		✓	✓	✓											
70		✓	✓	✓	✓			✓	✓			✓	✓	✓	
80		✓	✓	✓	✓			✓	✓			✓	✓	✓	
90		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	
100		✓	✓	✓	✓			✓	✓			✓	✓	✓	
110		✓	✓	✓	✓			✓	✓			✓	✓	✓	
120		✓	✓	✓											
130		✓	✓	✓											
140		✓	✓	✓											
150		✓	✓	✓											
160		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	
170		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	
180		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	

# No other toric lens has all the Benefits of ACUVUE® OASYS™ *for ASTIGMATISM*

## Comfort + Health

HYDRACLEAR® Plus technology + senofilcon A  
Oxygen + high UV protection



## Stable vision: ASD



Give your next 10 toric patients the opportunity to experience the benefits.