

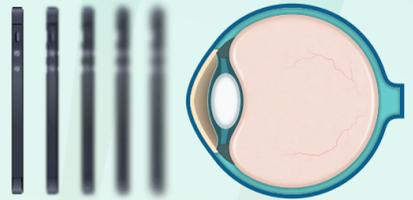
DOES YOUR **BLURRY VISION** MAKE YOU FEEL LIKE YOU'RE **AGING?**

Over 40 and having trouble reading your smart phone? You might suffer from presbyopia.



Presbyopia is an eye condition that occurs within the natural course of aging

Presbyopia involves the **gradual loss** of the eye's ability to actively **focus on close objects** such as smart phones, computers, books and menus¹



- Men and women globally are looking for ways to continue to look and feel young: **64% of women** and **58% of men** felt that **40s are the new 30s**³
- The **loss of near vision** is the **first sign of aging** that adults feel they **can't hide**⁴
- Once a consumer turns 40, it is likely he/she will require treatment for presbyopia even if he/she **never required glasses or suffered from any other vision condition previously**⁵
- But wearing glasses isn't always ideal — studies reveal that reading glasses make people **feel old** and **look like their parents**⁴

Ever since I turned 40, I'm having a hard time focusing on close-up images. I struggle reading the print on this label without squinting. Maybe I should go see my eye doctor, but **isn't this a natural part of aging?**

These glasses are such a pain! I wish I had something that could help me with my vision but didn't get in the way. This is the third pair of reading glasses I've purchased this year and I still can't see! **I need to go see my eye doctor about a better solution.**



HELLO
Eye Doctor

Everyone experiences presbyopia at some point in life. I can tell you about innovative treatment options available, including **multifocal contact lenses**, that will correct presbyopia issues without disrupting your lifestyle or compromising your appearance.

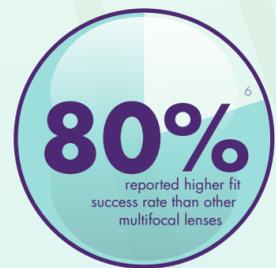
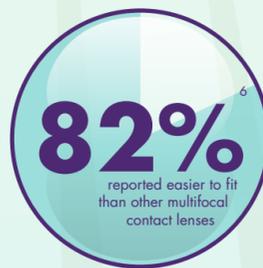


AIR OPTIX® AQUA Multifocal contact lenses are the **ONLY** multifocal contact lenses with the unique **Precision Profile™ design**, which provide clear vision at all distances, near through far

- Specifically designed to work with the eye's **natural function**
- Provides full range of vision correction prescriptions for uninterrupted vision at all distances, **near through far**

Contact lenses offer **proven performance** and **allow eye doctors to fit patients correctly**

Clinical trial of Eye Care Professionals (ECPs) fitting patients with multifocal contact lenses, shows AIR OPTIX® AQUA multifocals as the ECP preferred choice:



NEAR: Allows clarity of vision for big challenges, like reading a cell phone, so you can go back to seeing everything within arm's length without eye strain

INTERMEDIATE: Allows eyes to make smooth, comfortable transitions from seeing up close to further away, without any interruptions. This makes objects at a mid-range, like a computer or TV, easy to see again

FAR: Allows for clear distance visions without blurring or distortion even when driving

PRECISION PROFILE™ DESIGN

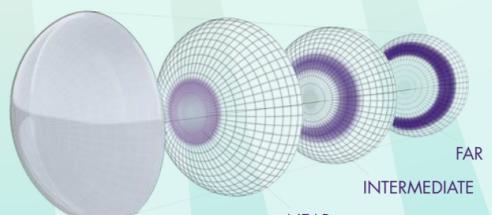


image is for illustrative purposes and not an exact representation

*High oxygen transmissible lenses. Dk/t = 138 @ -3.00D.

Important information for AIR OPTIX® Multifocal (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness and/or presbyopia. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

¹ Mayo Clinic.org, "Presbyopia," Treatments and drugs," <http://www.mayoclinic.com/health/presbyopia/DS00589>

² Market Scope, Global Presbyopia-Correcting Surgery Market Report, April 2012

³ ACNielsen, "Consumer Attitudes towards Aging: A Global ACNielsen Report," November, 2006

⁴ Cataract & Refractive Surgery Today Europe; April 2012

⁵ Sarah Morgan, "CIBA VISION - PRESBYOPIA HAPPENS communicating vision solutions," p.4, October 31, 2012.

⁶ Rappon J. Center-near multifocal innovation; optical and material enhancements lead to more satisfied presbyopic patients. Optom Vis. Sci. 2009; 86: E-abstract 095557. 2. In a randomized, subject-masked clinical trial at 6 sites with 47 patients; significance demonstrated at the 0.05 level; Alcon data on file, 2008.

Ask your eye care professional for complete wear, care and safety information.