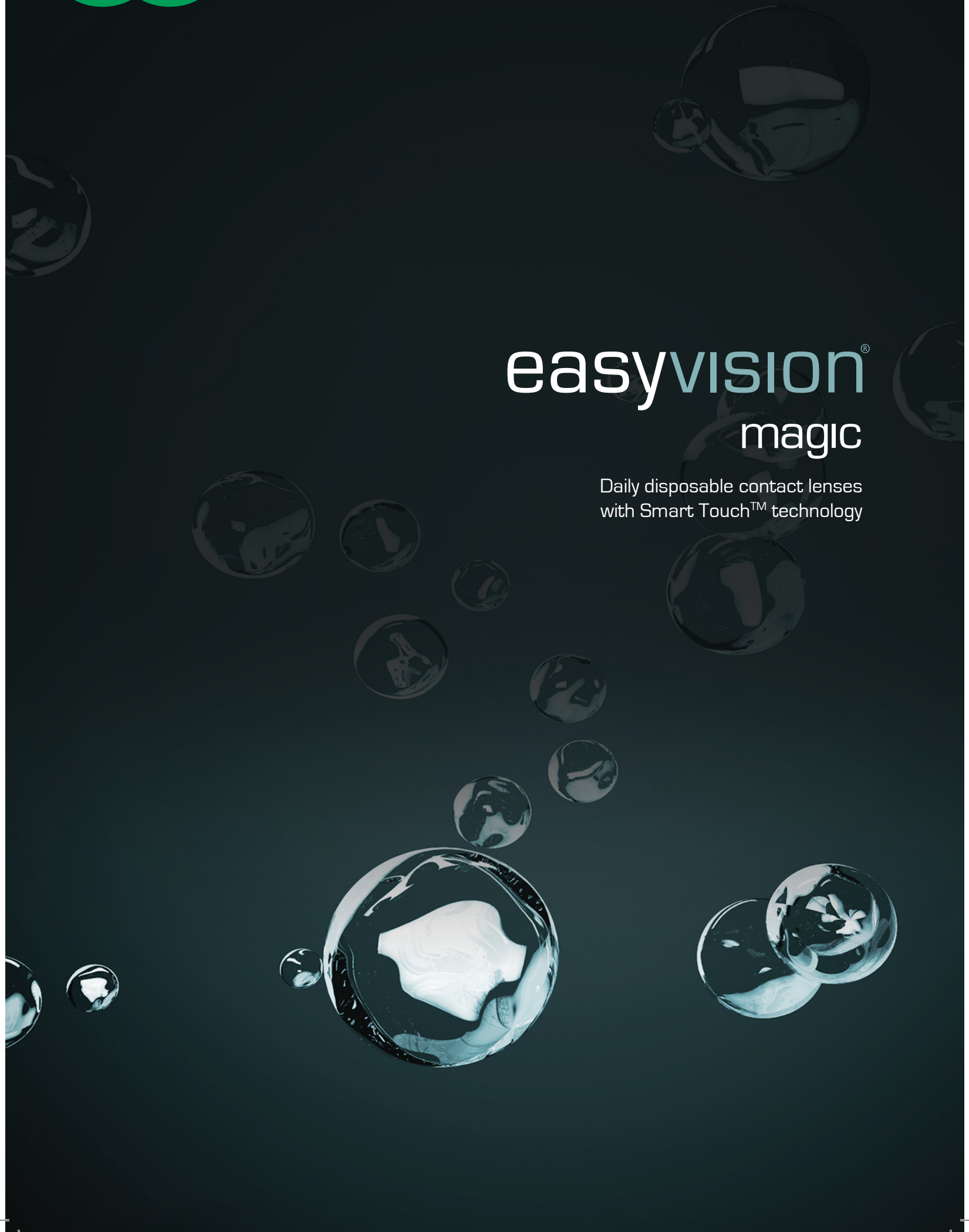




easyvision[®] magic

Daily disposable contact lenses
with Smart Touch™ technology



easyvision[®] magic

The slimmest contact lens packaging in the world...



...designed with the contact lens wearer in mind,
for easier handling and cleaner more comfortable wear.

Our research tells us that lens wearers have the following issues:

- Difficulty opening blister packs
- Difficulty locating lens in blister
- Difficulty in determining correct lens orientation

We have addressed these issues with easyvision[®] magic lenses:

- Easy to open
- Easy to find the lens
- Easy to apply the lens

easyvision[®] magic lenses consumer driven packaging:

- Easy handling
- Better compliance
- Improved lens hygiene



Convenience

The ultimate in contact lens convenience



At barely 1 mm thick each foil blister pack is designed to minimise lens handling so contact lenses can be worn with confidence and comfort.

Easy to open

Unique soft easy peel foil

Easy to find

No searching for the lens in solution

Easy to apply

The right side up guaranteed

Easy to wear

Single use lens, wear once and throw it away

The thoughtfully designed ultra-slim, lightweight packaging is easy to store taking up little space, is easy to carry in a wallet, great when travelling or for sport and comes with a convenient 30 lens storage case.

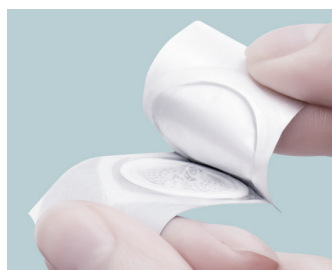




Hygiene

Smart Touch™ technology for hygienic handling

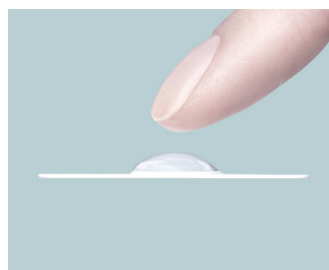
The unique packaging allows the inner surface of the lens to remain uncontaminated up to the point of insertion. The wearer only touches the outer surface of the lens.



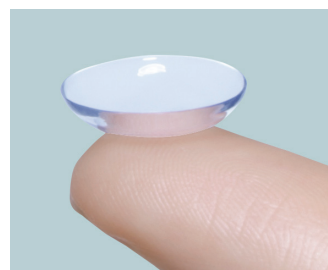
On opening the outer lens surface always faces up.



Eliminating the need to touch the inner lens surface.

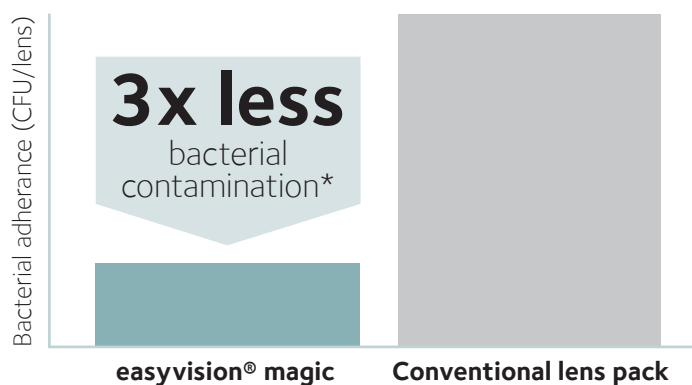


Reducing the risk of contaminating the inner lens surface.



Minimal handling for improved hygiene.

Reduced risk of microbial contamination



The number of bacterial colonies isolated from lenses after handling to remove from packages.

Promoting compliance

- Packaging designed specifically for single use.
- Lack of the conventional bowl shaped blister prevents reuse of the blister as a storage case.
- Volume of lens solution, just 0.2ml, optimised for storage and discourages reuse.

SMART TOUCH™



*Evaluation of Diminished Microbial Contamination in Handling of a Novel Daily Disposable Flat Pack Contact Lens, M Nomachi et al, Eye & Contact Lens, Vol 39, No 3, May 2013





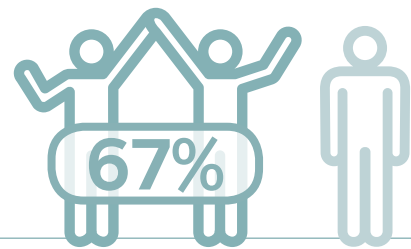
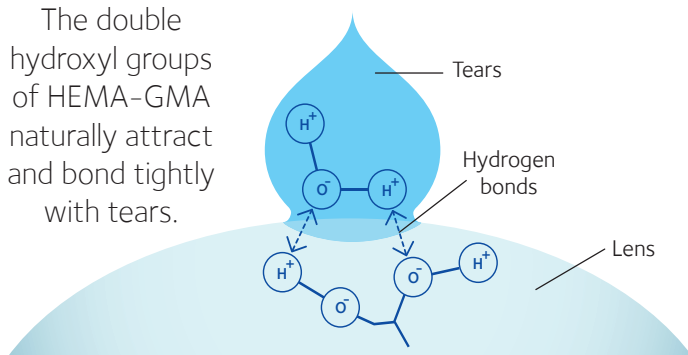
easyvision[®] magic for a more comfortable day

Designed to meet the challenges of our busy lives such as air conditioning, digital device use, travel and sport.

Naturally wettable

This biomimetic material bonds naturally with tears using a similar binding mechanism to that of tear film mucous, locking in moisture, and allowing rapid lens rehydration with every blink.

The double hydroxyl groups of HEMA-GMA naturally attract and bond tightly with tears.

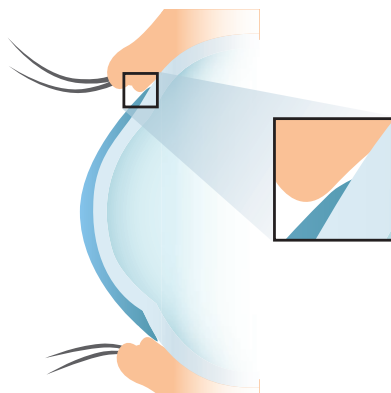


Over two thirds of wearers say easyvision[®] magic lenses are more comfortable and less dry at the end of the day than their usual daily disposable lenses.¹

easyvision[®] magic lenses help to maintain tear integrity for longer throughout the day.

CENTRAFORM[™] Edge Design - An edge for comfort

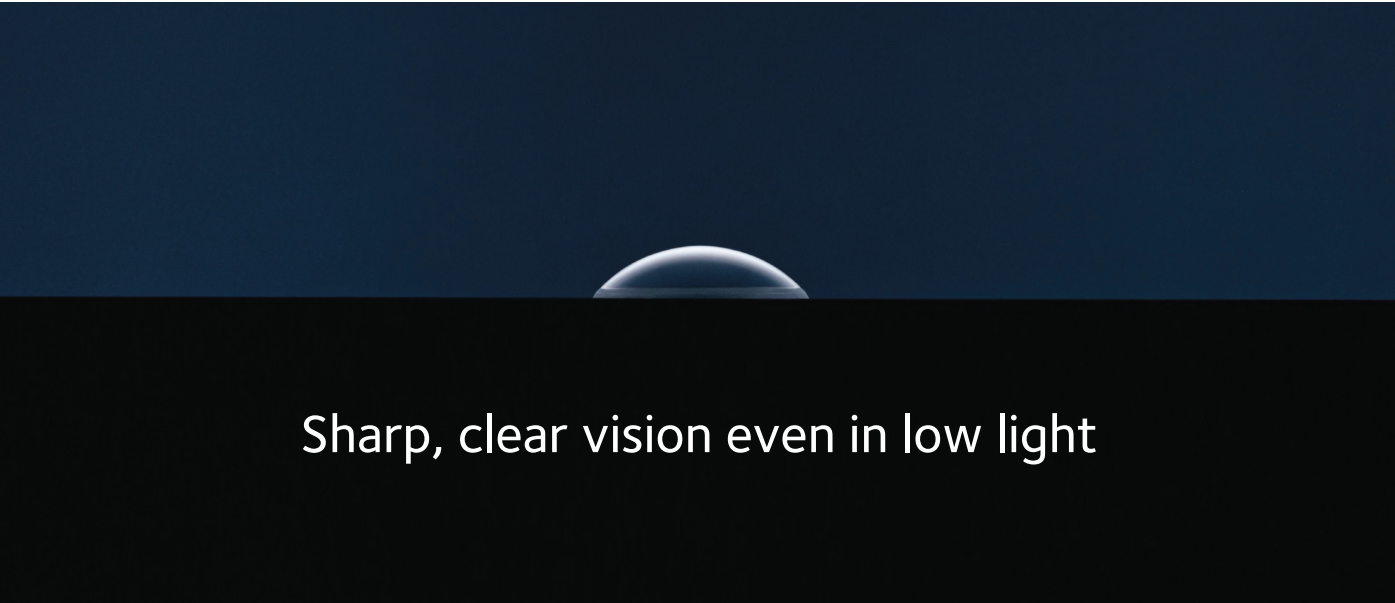
The low edge profile creates minimal conjunctival and lid disruption allowing the lid to move comfortably over the lens.



Unique edge designed for optimum comfort with a smooth edge and low friction.



Aspherical design for clear vision

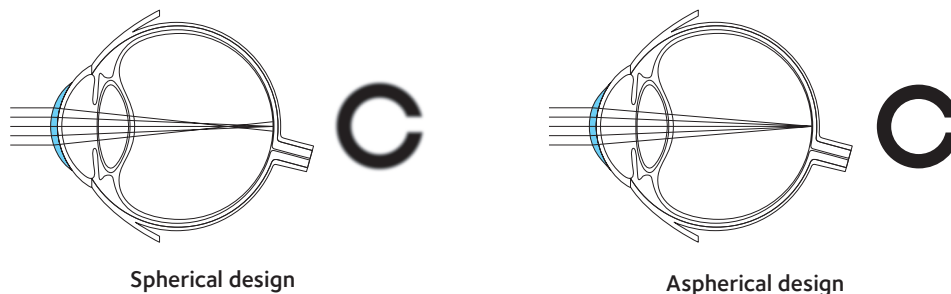


Sharp, clear vision even in low light

The CENTRAFORM™ process makes it possible to manufacture aspherical lenses of extremely high quality.

With spherical lenses, spherical aberration can cause blurriness because the focal point of light rays passing through the lens varies according to the ray's distance from the lens centre.

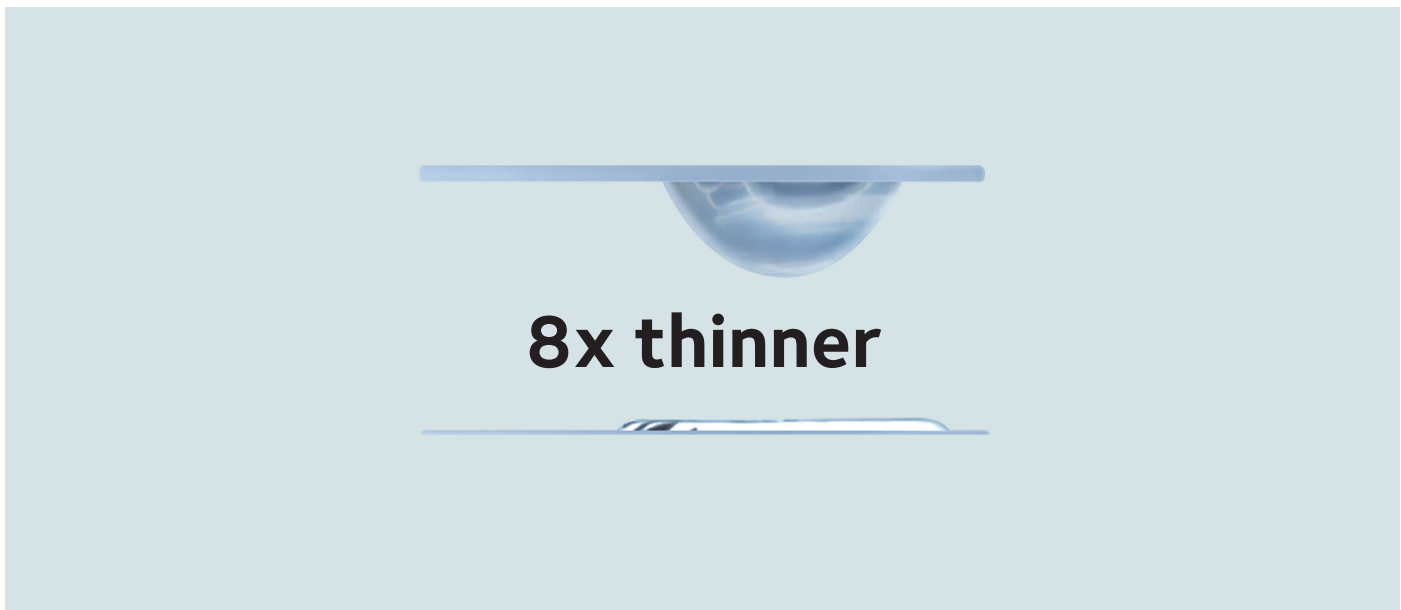
With the easyvision® magic aspherical lens design, spherical aberration is minimised¹; light rays come together at the correct focal point to help promote a sharp, clear view especially in low light.





Environment

Caring for our environment



	Standard blister pack	easyvision® magic
Thickness	8mm	1mm
Volume	0.5 - 0.8ml	0.2ml

easyvision magic uses less

Less raw material

Primary packaging made from significantly less material.



Less waste

1 year supply of contact lenses (720 Packs) only 20% waste compared to conventional packaging.



Environmental focus

Storage case is made from recycled mould plastic.



Product specifications

Characteristics	Material	HEMA GMA hioxifilcon A
	Water content	57%
	Handling tint	Light blue
	Design	Aspheric
	Manufacturing	CENTRAFORM™ process
Parameters	Base curve	8.6mm
	Diameter	14.2mm
	Centre thickness @-3.00D	0.1mm
	Power range	+0.50D to +4.00D (0.25D steps) -0.50D to -6.00D (0.25D steps) -6.50D to -10.00D (0.50D steps)
Wear	Modality	Daily wear
	Replacement schedule	Daily disposable
Packaging		30 lens packs
		6 lens trial pack
		30 lens storage case



SMART TOUCH™