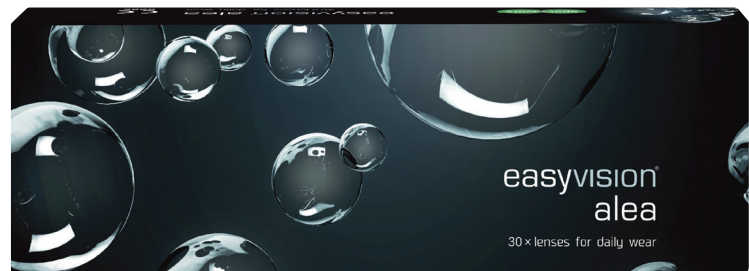


easyvision® alea

1 day Silicone Hydrogel contact lenses with
Smart Touch™ technology

SMART TOUCH™



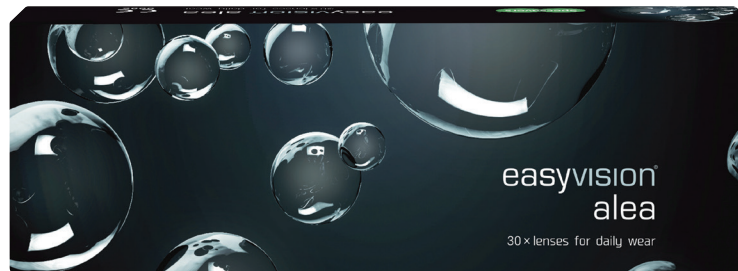
technology in balance



Proud to introduce easyvision® alea

The 1st and only Silicone Hydrogel daily disposable with Smart Touch™ technology, an exciting new addition to the easyvision® unique range.

SMART TOUCH™



Why easyvision® alea with Smart Touch™?

Because we have listened to what is important to our contact lens wearers:^{1,2}
Healthy clean lenses • Hassle free handling

A refreshing new approach

We created a brand new highly breathable ultra soft material and combined it with an innovative packaging design for hygienic, hassle free handling.

A unique new product

easyvision® alea with Smart Touch™ technology.
A daily disposable with an unmatched combination of oxygen, water content and modulus.

Technology in balance



Health



Vision



Comfort



Convenience

easyvision® alea with Smart Touch™ technology, the ultra low modulus Silicone Hydrogel daily disposable contact lens.

Material and surface technologies

MeniSilk™ Air

A new generation ultra low modulus, Silicone Hydrogel material balanced for health and comfort.

- High oxygen performance
- Ultra low modulus
- Balanced water content
- Excellent hydration

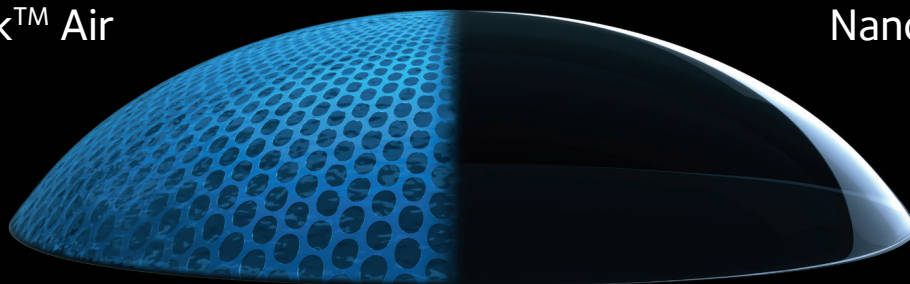
NanoGloss™ Pro

A super smooth surface designed specifically to enhance comfort of this ultra low modulus material.

- Nanometer precision
- Low friction surface
- Highly wettable

All the health benefits of a Silicone Hydrogel with the comfort of a Hydrogel.

MeniSilk™ Air



NanoGloss™ Pro

SM[^]ART TOUCH™

What is Smart Touch™ technology?

Active Compliance™

An innovative new packaging promoting compliance.

Hygienic handling

Designed to reduce contamination such as fibres, foreign bodies or harmful contaminants introduced when handling lenses.

Hassle free handling

80%
of wearers say they
would like easier handling¹

- Lenses are always the right way up and ready to wear.
- The unique lens design is tailored for this low modulus material for good shape retention and easier handling.

And it's quicker too!

≈50%
FASTER

More speed, less stress!
No wasted time in the morning checking if the lens is the right way up².



SM[^]ART TOUCH™

Be Smart from today

SM[^]ART TOUCH™

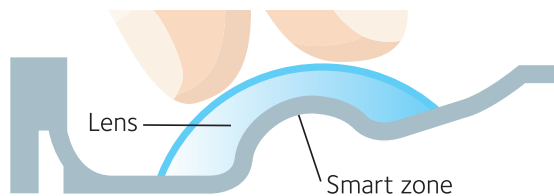
Unique packaging for hygienic lens handling

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.

The benefits of Smart Touch™ vs Conventional packaging

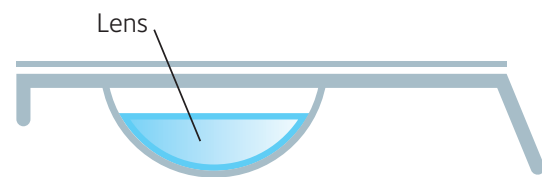
Smart Touch™

Inner lens surface faces downward so the lens can be removed and inserted without ever touching the inner surface.

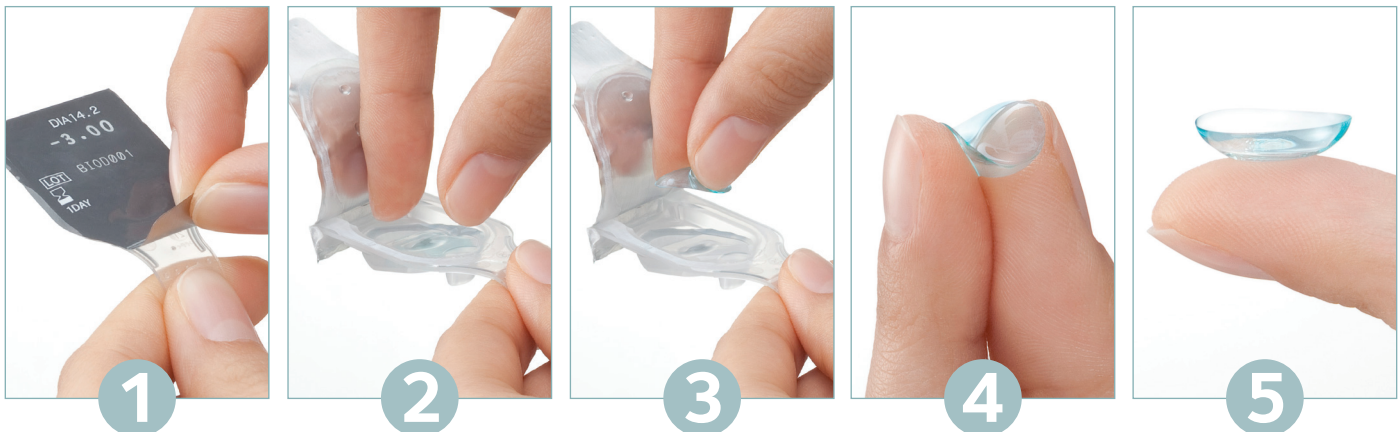


Conventional packaging

Inner lens surface faces up, and is liable to contamination on removal.



5 simple steps to Smart Touch™ handling



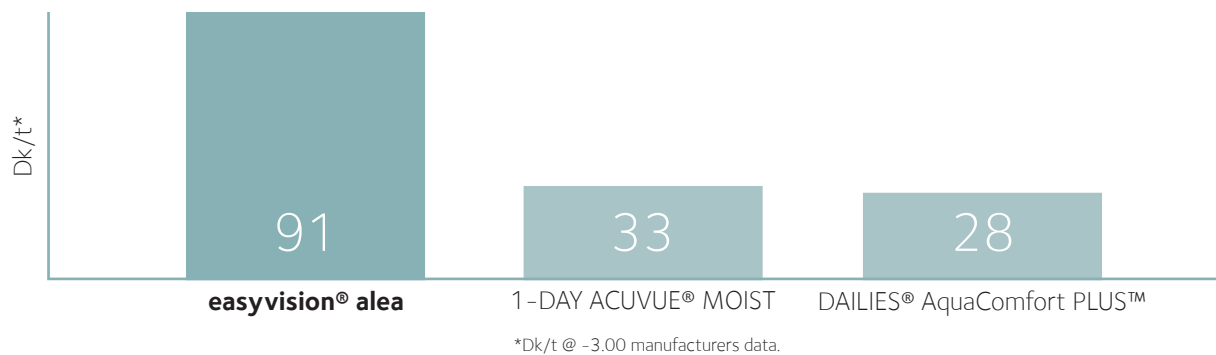


Balanced material for health and protection

Breathable

Eyes that can breathe are healthier, whiter and allow worry-free wear from morning until night.^{1,2,3}

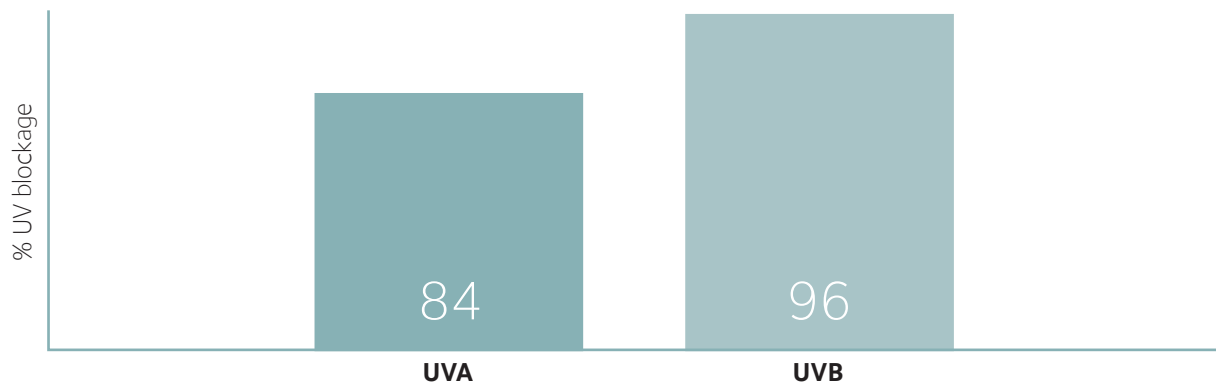
Up to 3X more oxygen than traditional Hydrogel lenses.



Protective

Just as our skin needs sun protection so do our eyes.

Built-in protection from harmful UV⁴.



easyvision® alea has class 2 UV filter for protection all year round.

¹Brennan NA, Morgan PB. Reader's Forum: Another view of oxygen transmission. Cont Lens Spectrum. Published December 1, 2005.

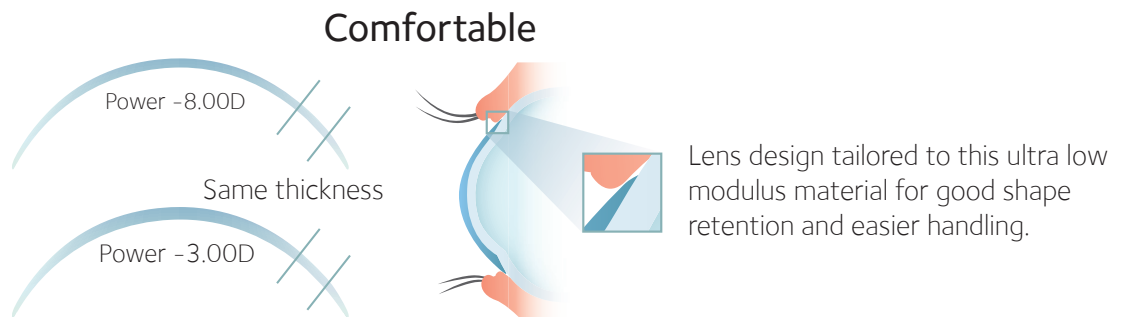
²Brennan N, Morgan P. Clinical highs and lows of Dk/t Pt 1. Optician 2009.

³Short-Term Physiologic Response in Neophyte Subjects Fitted with Hydrogel and Silicone Hydrogel.

⁴UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, and should be worn in combination with UV-absorbing sunglasses or goggles as directed.



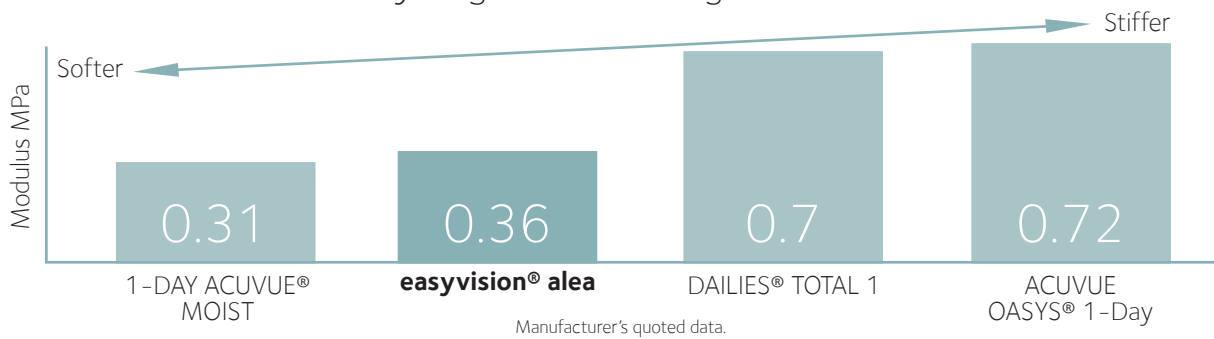
Balancing design and material for optimal comfort



A unique edge profile whatever the power, the edge thickness remains the same, eliminating comfort differences between eyes.

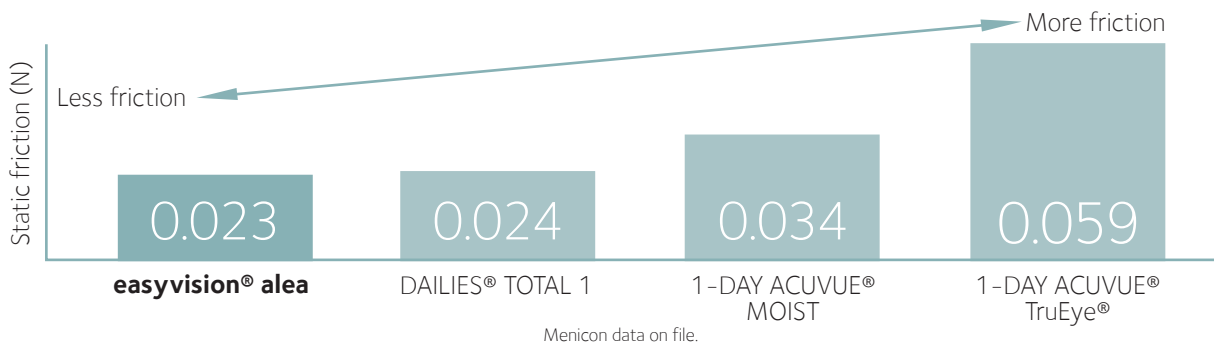
Soft

The lowest modulus Silicone Hydrogel daily disposable for the comfort of Hydrogel and handling of Silicone.



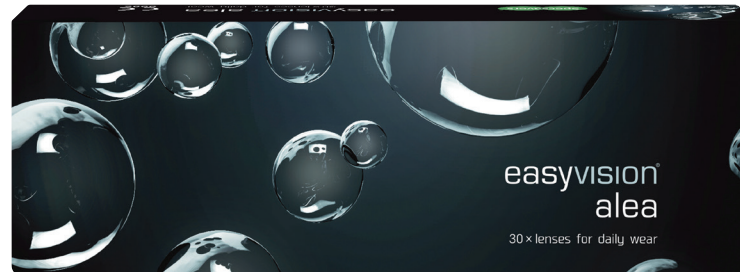
Smooth

Nanometer precision low friction surface designed for a comfortable day.



easyvision® alea with Smart Touch™ technology

SMART TOUCH™



An unmatched combination of oxygen, water content, ultra low modulus and Smart Touch™ technology.
A unique Silicone Hydrogel daily disposable delivering on health, hygiene, comfort and convenience.

Product Specifications

Characteristics	Material	midafilcon A
	Water Content	56%
	Dk/t@-3.00	$91 \times 10^{-9} (\text{cm}/\text{sec}) \cdot (\text{mLO}_2 / (\text{mL} \times \text{mmHg}))$
	Modulus	0.36 MPa
	Centre Thickness	0.07mm @ -3.00D
Parameters	Base Curve	MED
	Diameter	14.2mm
	Power Range	-0.25D to -6.00D (0.25 steps)
		-6.50D to -10.00D (0.50 steps)
	UV	Class 2
Handling Tint	Blue	
Wear		Daily disposable
Packaging		30 lens pack - 5 lens pack for trial