

## Introducing your new lenses

---

easyvision® alea, the 1st and only Silicone Hydrogel daily disposable with Smart Touch™ technology.

---

### Why easyvision® alea with Smart Touch™?

Because we have listened to what is important to our contact lens wearers:<sup>1</sup>

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 new packaging design for hygienic, hassle free handling.

<sup>1</sup>2017 online patient experience survey, n=300 current daily disposable wearers

# SMART TOUCH™

## What is Smart Touch™ technology?

### Hygienic handling

Designed to reduce irritating fibres, oils from soap or hand creams or other harmful contaminants from getting behind your lenses when handling them.

### Hassle free handling

**80%**  
of wearers say they  
would like easier handling<sup>1</sup>

- Lenses are always the right way up and ready to wear.
- The unique lens design and material is tailored to keep its shape for easier handling.

### And it's quicker too!

**≈50%  
FASTER**

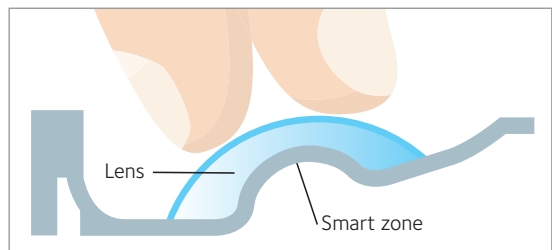
More speed, less stress!  
No wasted time in the morning checking if the lens is the right way up.<sup>2</sup>



## Unique packaging for hygienic lens handling

This clever lens case has a unique smart zone which holds the lens in the correct position allowing you to remove the lens more easily.

Simply pinch the lens out between your thumb and forefinger lifting it off the smart zone.



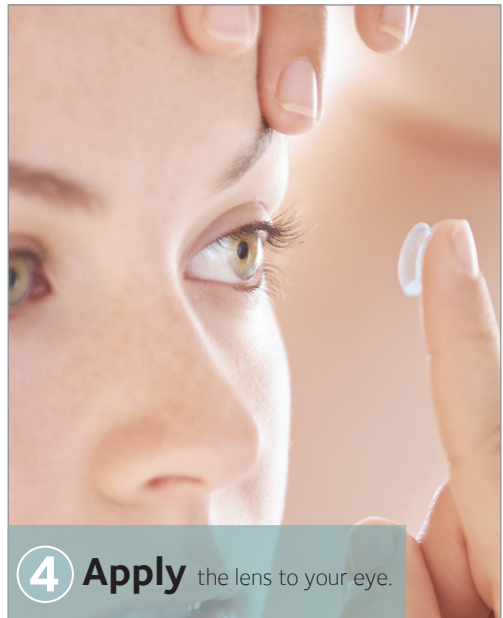
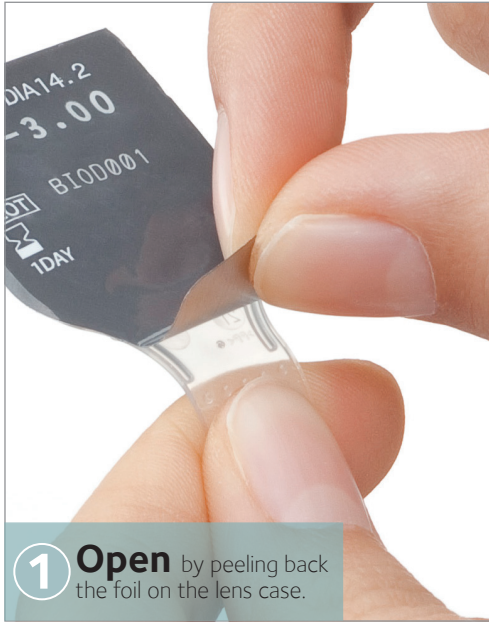
**No need to touch the inner surface of your lens.  
No need to check if it's the right way up.**

<sup>1</sup>Menicon data on file 2017 online patient experience survey study 300 current daily disposable wearers.

<sup>2</sup>Menicon data on file April 2017.

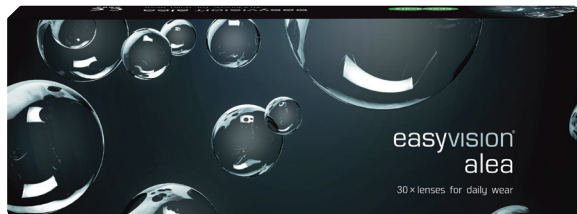
## 4 simple steps to Smart Touch™ handling

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





## SMART TOUCH™



We know you will love your new lenses

---

We want to make sure your eyes stay happy and healthy wearing them, so If you've got a question about your lenses, please call in and see us at your local Specsavers store.

---