

Specsavers
easyvision

Soria

Introducing your new lenses



SMART TOUCH™



Sphere



Toric



Multifocal

easyvision Soria, a family of silicone hydrogel daily disposable lenses with Smart Touch™ technology.

Why easyvision Soria with Smart Touch™?

Because we have listened to what is important to our contact lens wearers:¹

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.

¹2017 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 handling¹

- 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

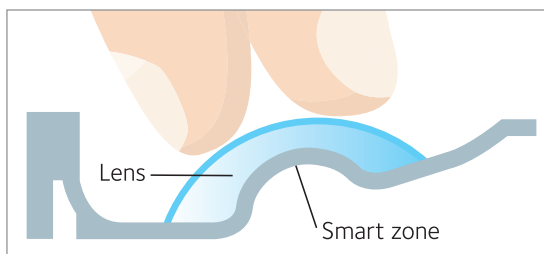
More speed, less stress!
No wasted time in the morning checking if the lens is the right way up.²



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.



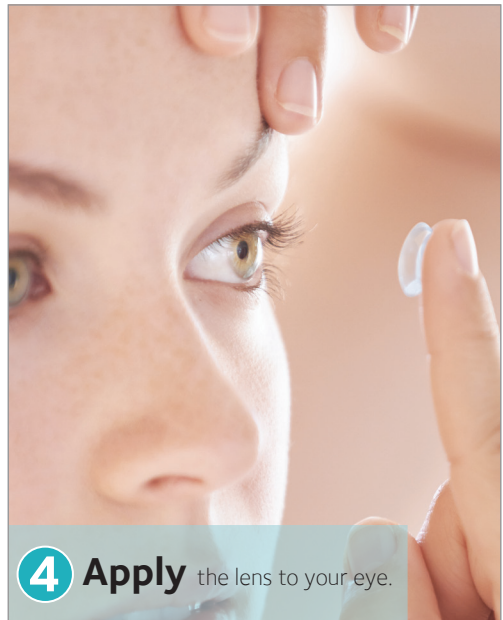
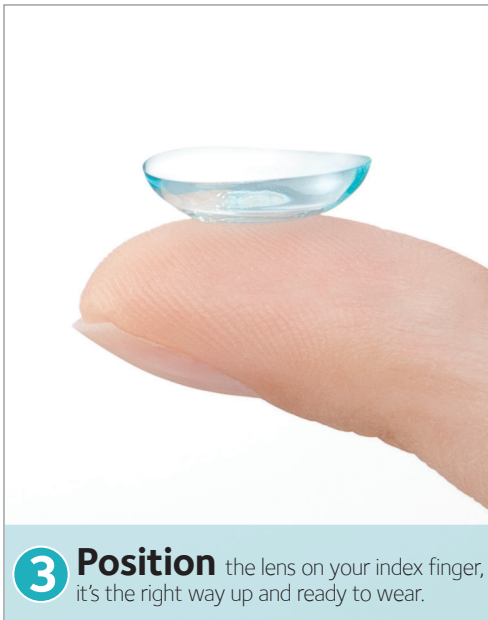
**No need to touch the inner surface of your lens.
No need to check if it's the right way up.**

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

²Menicon 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.



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We know you will love
your new lenses