

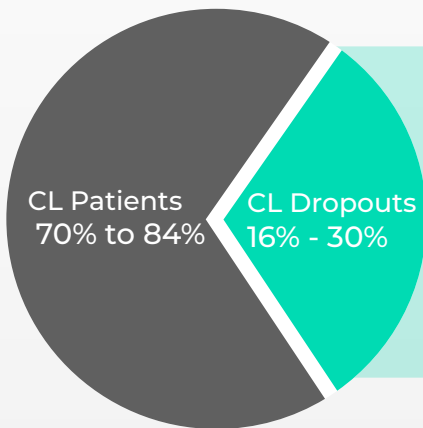
extremeH2O[®] 59



A Problem Solver for Dryness & Discomfort

The Problem: Discomfort Due to Dryness

- 60% of contact lens users experience dryness and discomfort.
- 16% to 30% drop out of their contact lenses each year.*
- 41% of these dropouts are due to dryness and discomfort.



Drop outs - 16% can mean a lot of money lost

- Average annual revenue generated by a CL patient is \$389**
- Average single doctor practice sees 4,800 patients annually
- 35% are CL patients = 1,680 patients
- 16% drop out – 269 x \$389 = \$104,641
- \$104,641 x 10 = **\$1,046,410 Lost Dollars Every 10 Years**

Who are these patients?	What are their complaints?
Middle-aged users	Discomfort due to dryness
People taking certain medications	
People working in climate controlled offices	Inability to wear lenses for more than 6 to 8 hours a day
People living in low humidity areas	
Computer users	Reduced visual acuity after 6 to 8 hours wear due to lens instability
Allergy sufferers	

The Solution: Extreme H2O 59

The Extreme H2O 59 lens retains 99% of its water content on the eye, even under extreme conditions. All lens dimensions and oxygen permeability present in the first hour of wear will be present in the last. Lens comfort, movement and fit will be stable throughout the day.

High performance material retains 99% of its water

*John Rumpakis, O.D., M.B.A., "New Data on Contact Lens Dropouts: An International Perspective," *Review of Optometry*, Jan 15, 2010
 **Data referenced from MBA Key Metrics Report 3/22/2018

The Benefits of Fitting a High Performance Hydrogel

Our proven GMA/hydrogel copolymer has advanced hydration properties, enabling it to retain up to 99% of its moisture - even under extreme conditions.

- Naturally hydrophilic - coatings are not required for superior comfort.
- Ultra stable copolymer provides exceptional on-eye stability throughout the wearing period.
- Lenses do not shrink, tighten, or change shape on the eye.
- Crisp, clear vision throughout the entire wearing period.
- Non-ionic material resists deposits, keeping lenses clear and healthy.
- Proper DK value ensures good corneal health.

Two Design Options: meet fitting requirements and ensure patient satisfaction

Extreme H2O 59 Thin 0.085 mm center thickness

For patients who experience significant dryness and discomfort, and need the added O₂ transmission provided by a thin lens design.

Extreme H2O 59 Xtra 0.145 mm center thickness

For patients who experience significant dryness and discomfort, and need "Xtra" durability and handling benefits provided by a slightly thicker lens design. In certain cases, a thicker lens design demonstrates additional comfort benefits for patients who experience dryness.

Parameters

Material	Hioxifilcon A with 59% water	
Polymer Type	GMA/HEMA copolymer, group 2, high water, non-ionic	
Handling Tint	Light blue	
O ₂ Permeability	28 Dk (Fatt units @ 35°C)	
Packaging	Blister pack (6 per box)	
Wear Indication	Daily wear: 2-week replacement suggested	
	Thin	Xtra
Diameter	14.2 mm	14.2 mm
Center Thickness	0.085 mm @ -3.00 mm	0.145 mm @ -3.00 mm
Base Curve	Median (8.6mm)	Median (8.6 mm) Steep (8.3 mm)
Powers	+1.00 to +6.00 -0.50 to -8.00 <i>0.50D steps after +4.00</i>	Median: +1.00 to +6.00 & -0.50 to -8.00 <i>0.50D steps after +4.00</i> Steep: -1.00 to -8.00