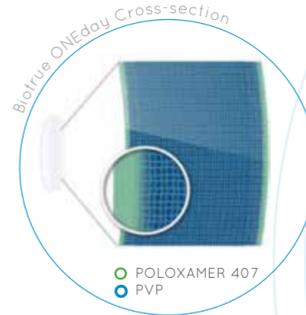


**No matter what** occurs during your patient's day Biotrue® ONEday lenses stay wet, stay true to shape and stay truly comfortable

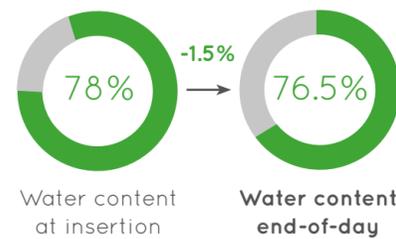
**Today's science for tomorrow's people:** Biotrue ONEday lenses are made from HyperGel™ which has a unique hydrophilic barrier guaranteeing 98% water retention up to 16 hours.<sup>5</sup>

The polymer-bound Surface Active Macromer (SAM) Poloxamer 407, increases in concentration at the surface, forming a permanent component of the lens material.

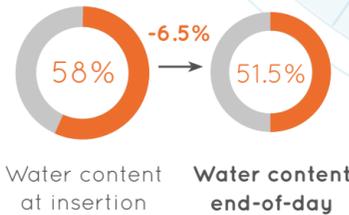


**No matter what** Biotrue ONEday is **4 times** more effective at **locking in moisture**<sup>6</sup>

**Biotrue ONEday**  
78% water content at insertion and only loses 1.5% by end-of-day



**1-day Acuvue Moist**  
58% water content at insertion and loses 6.5% by end-of-day



**1.5% moisture loss versus 6.5% moisture loss**

**The evidence:** 4 x more effective at locking in moisture than competitor lenses. Over 88% of patients trying Biotrue ONEday over a 5 day

period agreed their eyes felt more comfortable and 72% felt they could wear Biotrue ONEday lenses for longer than usual

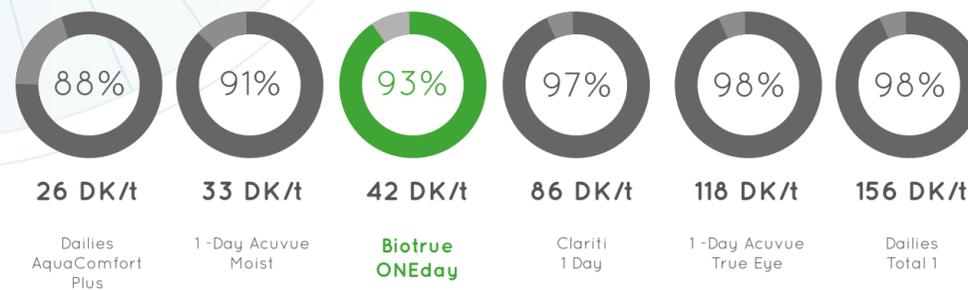
**No matter what** Biotrue® ONEday lenses **retain their shape**<sup>7</sup>

	Biotrue ONEday	1-day Acuvue Moist	Dailies AquaComfort Plus
Material released	nesofilcon A 2012	etafilcon A 1987	nelfilcon A 1996
Water content	78%	58%	69%
Out-of-eye test			
Aspheric optics	YES	NO	NO
UVA/UVB protection	YES	YES	NO
DK/t	42	33	26

**The evidence:** As lenses dehydrate their shape can change and affect the optical performance, which can lead to reduced visual performance and discomfort

**No matter what** Biotrue ONEday supports the oxygen requirement of the eye **without silicone**<sup>8</sup>

**Oxygen flux transmissibility to the open eye**  
% oxygen available to the cornea



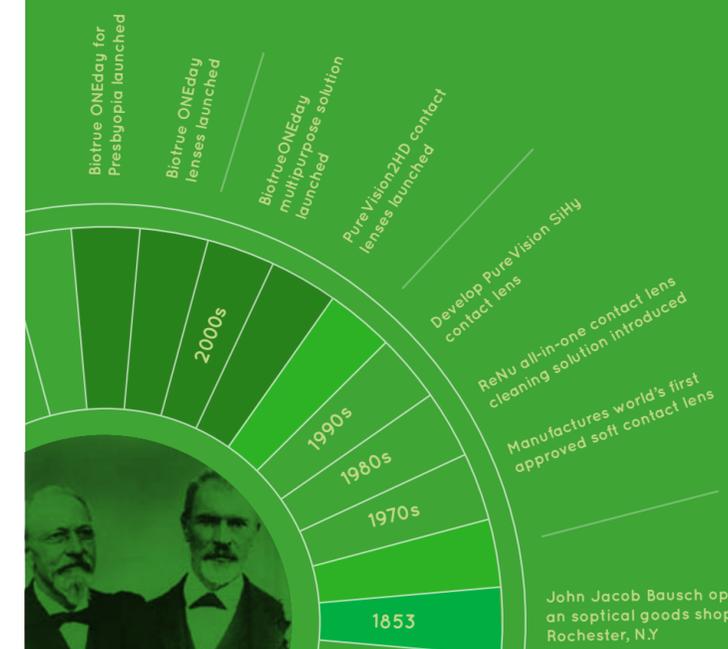
**The evidence:** HyperGel™ material supports high levels of oxygen transmission through the lens without the need for silicone

**Biotrue® ONEday for Presbyopia**



Aspheric centre near design with **3- Zone Progressive Design™ Technology** utilising 6,000 unique measurements giving our most accurate power profile to provide you with a confident fit first time.

Available in **2 Adds:**  
• Low Add – up to 1.50D  
• High Add – from 1.75D



**Bausch & Lomb**  
Helping your customers see better, to live better

Over the last 160 years, Bausch & Lomb has become a global hallmark for innovation and quality.

John Jacob Bausch opens an optical goods shop in Rochester, N.Y.

Whether at work or play, people live very demanding lives. Biotrue® ONEday offers naturally, long-lasting comfort that keeps up with the demands of modern living.



42

we work an average of 42 hours a week in the UK<sup>1</sup>

38%

of our daily interactions occur on a smartphone<sup>2</sup>



25%

20-25% of those 42 hours are spent working at the weekends and at night (demanding times for our eyes)<sup>3</sup>

FIVE

typically our blink rate drops from 15 times per minute to 5 times per minute<sup>4</sup>

3

We use an average of 3 different screen combinations every day from laptops, smartphones to TV<sup>5</sup>

No matter what the day brings... Biotrue® ONEday are the contact lenses that see you through your day

Biotrue ONEday lenses

	Biotrue ONEday	Biotrue ONEday for Presbyopia
MATERIAL	nesofilcon A	nesofilcon A
WATER CONTENT	78%	78%
OXYGEN	42 DK/t at centre -3.00 allowing 93% oxygen flux	42 DK/t at centre -3.00 allowing 93% oxygen flux
POWERS	+6.00D to -6.50D (0.25 steps) -7.00D to -9.00D (0.50 steps)	-9.00D to +6.00D (0.25 steps) Spectacle Add Powers: Low Add: +0.75D to +1.50D High Add: Over +1.50D
DESIGN	High Definition Optics™	3 Zone Progressive Design™
BASE CURVE	8.6mm	8.6mm
DIAMETER	14.2mm	14.2mm
CENTRE THICKNESS	0.1mm for -3.00	0.1mm for -3.00
WEAR	Daily	Daily
UV PROTECTION	Class 2	Class 2
VISIBILITY TINT	Light blue	Light blue
PACKS	5 Pack (trial) 30/90 Pack	5 Pack (trial) 30 Pack



Biotrue ONEday High Definition Optics for sharp vision all day and into the night reducing spherical aberration across the entire power range in 0.25 steps. Biotrue ONEday helps your patients see fewer halos and glare especially in low light conditions.<sup>10</sup>



Biotrue ONEday has the benefit of UV protection\*

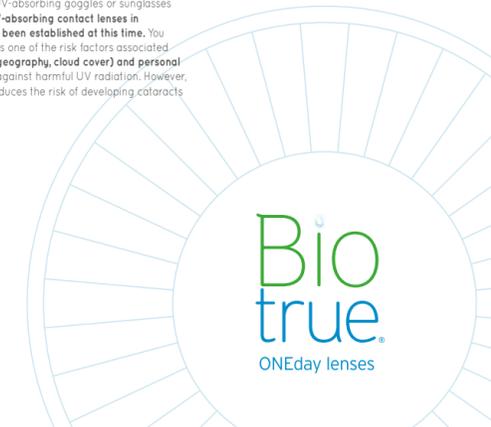
\* Warning: UV-absorbing lenses are NOT substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. The effectiveness of wearing UV-absorbing contact lenses in preventing or reducing the incidence of ocular disorders associated with exposure to UV light has not been established at this time. You should continue to use UV-absorbing eyewear as directed. NOTE: long term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been carried out to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders.

To order please contact:

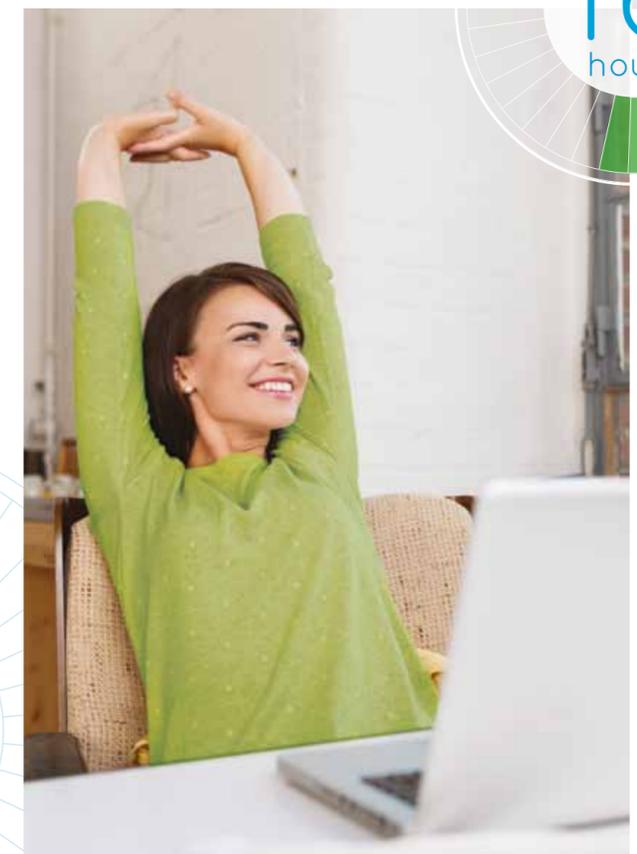
UK: 0845 602 2350  
Fax: 0845 602 2351

ROI: 1800 409077  
Fax: 1800 409083

Email: [orderline@bausch.co.uk](mailto:orderline@bausch.co.uk)  
Online: [www.bauschonline.co.uk](http://www.bauschonline.co.uk)



No matter what the day brings...



Biotrue® ONEday are the contact lenses that see you through your day

**BAUSCH + LOMB**  
See better. Live better.