Ten Reasons to make Single Use Lenses your Modality of Choice!

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# 10 - Eliminate Solution Confusion

# 9 – Solution/Lens Compatibility

1994: DAILY DISPOSABLE LENSES
Avoid ‘solution’ & ‘deposit’ problems
Challenge

• Identify patients that have been wearing reusable soft contact lenses and caring for their lenses with multi-purpose solutions for 15 years or more.

# 8 - Eliminate The Cost of Lens Care

Instructions for OPTI-FREE pure moist.

• Thoroughly wet each side of the lens with MPS and rub the lens for 20 seconds.
• Rinse each side of the lens for 10 seconds with a steady stream of MPS.
• Fill your case with fresh MPS and store lenses in the closed lens case overnight or at least 6 hours.

# 7 – Reduce Dependence on Rewetting Drops

If the average cost per ampoule is 35 cents

Therefore, if the drops are used:

• Twice a day = $255.50 per year
• Three times a day = $383.25 per year
• Four times a day = $511.00 per year

# 6 - Encourage Compliance

• Daily disposables are the most compliant modality

Source: Compliance and Contact Lenses. Review of Cornea and Contact Lenses. March 2006

% of Compliant Patients

100%

75%

50%

25%

0%

Daily Disposable

# 5 - Convenience

# 4 - Eliminate Lens Deposits
# 3 – Reduce Conjunctival Inflammation

# 2 – Reduce Corneal Inflammation

# 1 - Reduce Risk of Infection

2015: LOW MODULUS SiHy DD LENSES
Avoid solution, deposit, hypoxic and mechanical problems

Hydrogel vs. Silicon Hydrogel

Oxygen and Daily Disposable Contact Lenses

The material of choice
The use of silicone hydrogel continues to grow

Source: GFK Q22014. Data points for Q2 in each year listed above
Patients Behaving Badly...


64%

Proportion of US daily disposable lens patients wearing 7 days per week

Days per Week of Lens Wear (US)

15 hours

Median wearing time for US daily disposable lens wearers

Napping and Sleeping in Daily Disposables
(at least once in the last month)
A look back in history

% split of reusable hydrogel vs. silicone hydrogel lenses (total value)

<table>
<thead>
<tr>
<th>Year</th>
<th>Hydrogel</th>
<th>Silicone Hydrogel</th>
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<tbody>
<tr>
<td>2000</td>
<td>73.0%</td>
<td>Limited growth after 5+ yrs</td>
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</tbody>
</table>

Is history repeating itself?

% split of daily disposable hydrogel vs. daily disposable silicone hydrogel lenses (total EU value)

<table>
<thead>
<tr>
<th>Year</th>
<th>Hydrogel DD</th>
<th>Silicone hydrogel DD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>Limited growth after 5+ yrs</td>
<td>Ready for sustained accelerated growth</td>
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Thank You