

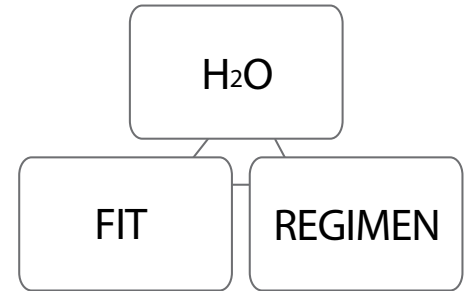
After twenty-four years of disposables and twelve years of silicone hydrogels, the dropout rate is unchanged.

Why?

REASON #1

Oxygen does not equal comfort.

For years, lens manufacturers have touted the idea that increased oxygen to the cornea results in a more comfortable contact lens wearing experience. Despite that, dropout rates have fundamentally not changed. There's clear evidence that oxygen is not the cure for comfort. Important yes, but not a complete solution - hydration, fit and a care regimen are far more important.



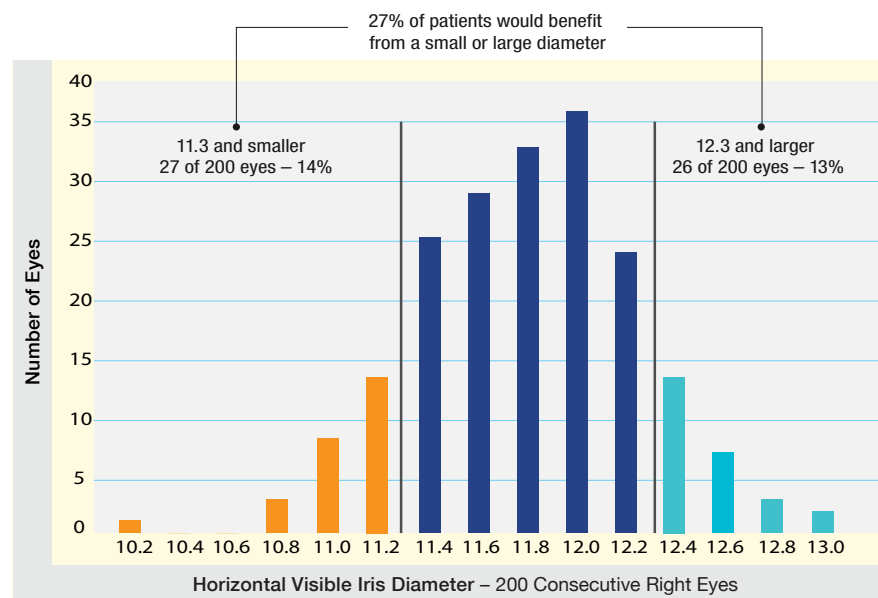
REASON #2

Size matters.

Disposable contact lenses generally come in one standard diameter. Yet a recent independent study by Pacific University determined that 27% of contact lens fittings fall outside these standard parameters. The study indicated that larger and smaller corneas would benefit from a larger or smaller lens diameter that is more HVID appropriate. Unfortunately, many patients tolerate discomfort as the price of vanity, or worse, they give up on contacts altogether.

Pacific University Study on HVID

Pacific University recently conducted a study on corneal diameter and findings indicate that 27% of contact lens fits fall outside the standard parameters and would benefit from a small or large diameter.



Extreme H2O in three sizes solves the comfort issue from day one.

Extreme H2O Daily and Extreme H2O Weekly are the ONLY disposables available in three diameters: 13.6, 14.2 and 14.8. This enables you to successfully fit your small, medium and large cornea patients with the right fit, the first time, to ensure comfort. Stop dropout rates at the initial fit and gain more referrals along the way.



“I love the idea of actually ‘fitting’ soft disposable lenses. Since learning about the availability of three diameter options, I’ve been measuring HVID more often. And I have to say, cornea sizes are indeed different, and putting the right size lens on my patients is making a big difference in their comfort. **3D Comfort makes sense, and is making a positive difference in my practice.”**

Andrew J. Biondo, OD

Mulqueeney Eye Centers, St. Louis, MO



Challenge your practice

Quickly learn why fit equals comfort for millions of contact lens wearers. For your next twenty patients, take an extra two minutes to measure their HVID. It’s quick, easy and the results will surprise you.

You’ll see profits in **3D.**



Size matters.



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