



## New Innovative Daily Disposable Lens Designed to Provide Astigmatic Patients Consistently Clear Vision and Comfort Throughout the Day.

Bausch + Lomb, a leading global eye health company, announced the introduction of Biotrue® ONEday for Astigmatism daily disposable contact lenses. Approximately 73.2 million people in the US are astigmatic, but only 8 million people are currently wearing toric contact lenses. Biotrue® ONEday for Astigmatism helps eye care practitioners capture this astigmatic opportunity by offering patients the convenience of a daily disposable contact lens with the innovation of an evolved peri-ballast design for stability and Surface Active Technology™ to help the lens maintain 98% of its moisture for up to 16 hours.

“We are excited to complete the Biotrue® ONEday family of lenses with the addition of Biotrue® ONEday for Astigmatism,” said Guy Guglielmino, vice president of marketing, US Vision Care, Bausch + Lomb. “Innovations in contact lens materials and design allow us to meet the challenging demands of today’s astigmatic patients.”

New Innovative Daily Disposable Lens Designed to Provide Astigmatic Patients Consistently Clear Vision and Comfort Throughout the Day.

Similar to Biotrue® ONEday and Biotrue® ONEday for Presbyopia, Biotrue® ONEday for Astigmatism utilizes Surface Active Technology™. This technology uses a large volume of hydrophilic polyvinylpyrrolidone (PVP), a water loving molecule, and Poloxamer 407, a surface active macromer, to form a unique dehydration barrier that helps the lens maintain 98% of its moisture for up to 16 hours.

As part of the development process, Bausch + Lomb evaluated various ballasting mechanisms and assessed dynamics of blink patterns across a wide range of patients using high speed videography. To achieve the combination that performed the best in the high-water content material of Biotrue® ONEday contact lenses, engineers created an evolved peri-ballast design that employs spherical aberration control in both axes to help reduce halos and glare, even in low-light conditions.

“Approximately 42 percent of vision corrected teens and adults in the United States have been diagnosed with astigmatism and it is often a challenge to fit them with a lens that has the right combination of visual clarity and comfort to meet their unique vision correction needs,” said Mile

Brujic, OD, partner of Premier Vision Group in Bowling Green, OH. "I'm delighted to be able to now offer my astigmatic patients the comfort and clarity they need in the convenient form of a daily disposable lens."

For more information on the Biotrue® ONEday for Astigmatism contact lenses, please visit:  
<http://www.bausch.com/BiotrueONEdayForAstigmatismECP>.