

## What are People Saying ABOUT NATURALVUE® CONTACT LENSES?

People prefer NaturalVue® Multifocal 1 Day Contact Lenses nearly 4:1 vs. other multifocal soft contact lenses! Here are some of the reasons why:



### Sal Butera

Researcher and Outdoor Enthusiast  
- San Diego, CA

"The need for vision correction posed a great challenge trying to read trail maps while out biking, hiking, skiing, or running. It was so frustrating to constantly dig in the backpack for a pair of reading glasses just to confirm my location or destination on maps or a GPS device. However, while I was out mountain biking this summer wearing NaturalVue Multifocals, I could easily pull the trail map out of my pocket to see where we were going without pausing or getting off the bike."



### Jane Dowdy

Stained Glass Artist  
- Roanoke, VA

Jane was struggling to enjoy her stained glass making due to the constant need to switch from contact lenses to reading glasses, using both for the more intricate work. "I could never go back," she said, "Now, when I create my patterns I don't have to worry about switching from lenses to contacts. I wear them all the time. There is no cloudiness and my eyes don't get tired or strained. I often forget I am wearing them; that's a first for me!"



### Julie H. Iyer

Active Mom & Business Owner  
- Roswell, GA

Wearer of contacts since age 10, Julie could always see well, but as her vision had started to change, she began to struggle to see the close-up detailed graphic and computer work needed to do her job. She tried the NaturalVue® Multifocal 1 Day Contact Lenses and immediately noticed how well she could see. On a recent family trip, Julie said they were "super comfortable" and "I didn't worry about glasses...I just got to have fun with my family."

Exceptional Vision  
**LITTLE COMPROMISE.**

Ask your eye care practitioner about  
**NaturalVue® Multifocal Contact Lenses**  
and see how brainpower can help you see  
clearly at all distances.



See Naturally.®  
To learn more, visit [vtivision.com](http://vtivision.com)



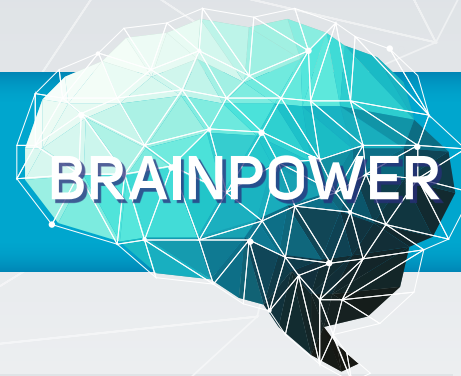
References: 1. VTI Data on file, 2015. N=59. Data assessed after 1 week of wear. Subjective visual ratings based on a scale of 0-100m 0=Extremely poor/cannot perform, 100=Extremely good/No problems. All values statistically significant  $p < / = 0.05$ . Preference based on those who expressed a preference among brands tested. 2. VTI Data on file, 2013.

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Tired of reaching  
**FOR READERS?**

It's time for a  
smarter contact lens.

Experience  
the lens for  
presbyopia  
that runs on



Introducing NaturalVue® (etafilcon A)  
Multifocal 1 Day Contact Lenses



Enjoy Clear Vision  
**NATURALLY.**

## See what's possible with an **ENTIRELY NEW KIND OF CONTACT LENS.**

- Is reading a menu a struggle, especially in low light?
- Find yourself squinting at your cell phone?
- Having trouble seeing your computer?
- Constantly putting on and taking off reading glasses?
- Not seeing as clearly up close?

**You may have presbyopia, a common condition that causes blurry near and intermediate vision.**

Presbyopia eventually affects everyone. Typically, people first notice changes in their vision between ages 40 and 50. They can't see as clearly up close and have to hold reading material at arm's length. Fortunately, you can continue to enjoy clear vision at every distance—without reading glasses.



## Based on the Science **OF THE BRAIN.**

NaturalVue® Multifocal 1 Day Contact Lenses feature innovative Neurofocus Optics®. This advanced technology works naturally with the brain to automatically focus your eyes—for clear vision near, far and everywhere in between.

## Superior Vision for **EVERYDAY ACTIVITIES**

In a clinical study, people with presbyopia gave higher ratings to NaturalVue Multifocal for vision in everyday situations vs. their current correction.

Participating  
in Sports  
and Hobbies



Watching TV  
and Movies



Reading



Reading Very  
Small Print



Working on a  
Computer



Using a  
Cell Phone



Reading  
Signs



Driving  
at Night



## Put your frustration **BEHIND YOU.**

- Have you tried contact lenses for presbyopia, called multifocal lenses, yet still had to use reading glasses to see clearly?
- Unhappy or frustrated with your current multifocal lenses?
- Still having trouble seeing up close or at other distances?



**You're not alone!**

85% of multifocal contact lens wearers experience compromised vision.<sup>2</sup>

The innovative technology behind NaturalVue® Multifocals allows wearers to see clearly at all distances with little compromise<sup>1</sup>.

Put the hassles of traditional multifocal Contact Lenses and "readers" behind you. NaturalVue® Multifocal Contact Lens wearers can perform 92% of daily activities without reading glasses, even in low light!<sup>1</sup>

