

VISTAKON™

1-DAY ACUVUE

Technology for Practice Growth

Over the past five years, Vistakon has committed \$200 million to developing 1-DAY ACUVUE, the world's first daily disposable contact lens. While our investment in technology is huge, it boils down to one thing: confidence.

As you offer your patients the ultimate in convenience with 1-DAY ACUVUE, you can be confident that its quality is assured by the most advanced technology in the contact lens industry.

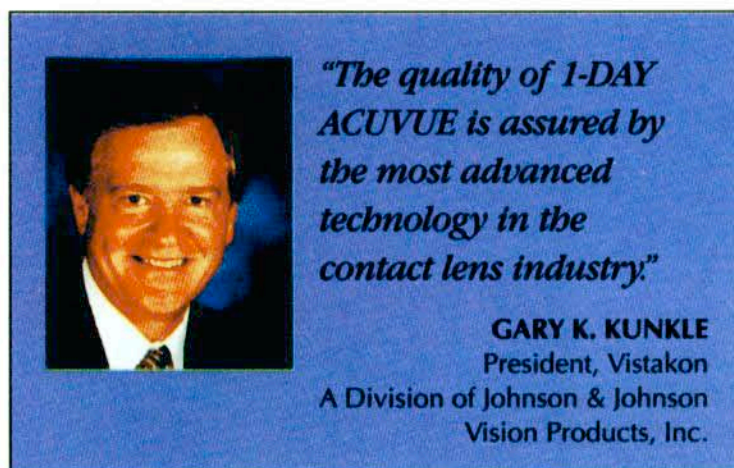
In the following pages, you'll learn all about this unique, patented technology, which we call MAXIMIZE. Simply put, it's a state-of-the-art method for producing contact lenses of unparalleled accuracy, reproducibility and repeatability—so cost-effectively that daily disposability is affordable.

MAXIMIZE represents two key advances in production technology: total automation and system integration.

In the 1-DAY ACUVUE production line, the lens is completely untouched by human hands. This entire system is automated, right up to a computer-driven inspection system that's dramatically faster than any method now employed anywhere in the industry.

What's more, the computerized integration of the production line allows us to transform raw materials into finished products in the least amount of time and under the strictest process controls technically possible. This represents enormous time and cost savings and also minimizes opportunities for flawed product to be released.

We hope that our "technology story" will contribute to your confidence that in fitting 1-DAY ACUVUE you're offering your patients a contact lens of the highest quality. We also believe that this revolutionary



new product offers your practice the highest per-patient value of any contact lens on the market today.

SHORTEST IS BEST

We created 1-DAY ACUVUE because of what you told us: that when it comes to replacement lens schedules, shorter is better and shortest is best.

We asked: If money were not an issue, what would the perfect contact lens be? Both practitioners and patients described a lens that could be worn for a single day and thrown away. With this goal in our sights, we redesigned every stage of our production process to capture the economies that would make this dream product possible.

We believe that MAXIMIZE has no equal in the industry, but we're hardly standing still. Now under the early stages of development is the next generation of technology, which will further define new heights in quality and new lows in production costs. In the near future, this remarkable technology may be applied to new products

like specialty lenses, as well.

Our technology story isn't just about machinery; it's also about expanding capacity to meet your fast-growing needs.

In Vistakon's history, we have never had a backorder—and we're committed to never in-

curring one. We're now gearing up to deliver the unprecedented number of contact lenses that the market soon will demand.

As we add 1-DAY ACUVUE to the record of success we've enjoyed with ACUVUE and SUREVUE, we're thankful for what you, the eyecare practitioner, have meant to that success. We value our good relationship, and we're committed to staying close to you to continue to provide products that meet your needs. Without you, we would have no business. Together in partnership with you, we're confident that we can build a bright new future for our contact lens industry.

