



Talk to your eye care professional about your current lenses

- Are your lenses as comfortable at the end of the day as they are in the beginning?
- Do you remove your lenses sooner than you'd like?
- Does your vision become blurry after spending long hours reading digital devices (smartphones, tablets, laptops)?

Your eye care professional now prescribes a breakthrough in contact lens technology that can help Break the Cycle of Discomfort.



NEW Bausch + Lomb ULTRA™ contact lenses with MoistureSeal™ technology

-  Features MoistureSeal™ technology to help prevent lens dryness⁴
-  Retains moisture for a full 16 hours³
-  Provides superior end-of-day vision* for digital device users¹

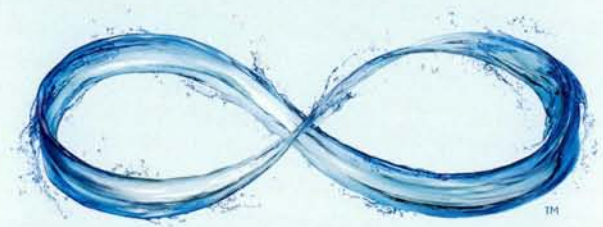
Ask your eye care professional about upgrading your contact lenses today.

* Among the leading silicone hydrogel lenses

References: 1. Results from a 22-investigator, multi-site study of Bausch + Lomb ULTRA™ contact lenses with MoistureSeal™ technology, on 327 current silicone hydrogel lens wearers. After 7 days of wear, subjects completed an online survey. Subjects rated performance across a range of attributes. Preference comparisons represent only those subjects expressing a preference. Ratio is based on the average across the silicone hydrogel lenses represented in the study. 2. American Optometric Association. <http://www.aoa.org/x5375.xml>. Accessed October 15, 2012. 3. Data on file. Bausch & Lomb Incorporated. Rochester, NY; 2013. 4. Results of an in vitro study in which Bausch + Lomb ULTRA™, ACUVUE OASYS, AIR OPTIX AQUA, and Biofinity contact lenses were placed on a model cornea with 0.18 μm of spherical aberration. Images were acquired every 10 seconds up to 30 seconds and analyzed using pattern matching algorithms. A score for each 10-second interval is determined by comparing how closely the test image matches the time 0 image. Mean scores over the 30-second interval were determined and compared.

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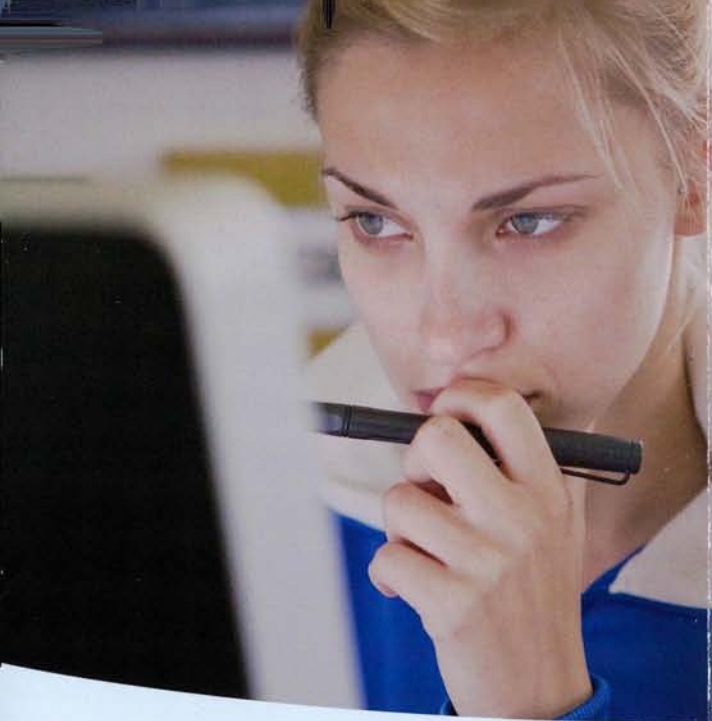


Break the Cycle
of Discomfort
for unsurpassed
comfort & vision all day¹



Ask your eye care professional about upgrading your contact lenses today.

BAUSCH + LOMB
See better. Live better.



Long hours focusing at a computer or other digital device can cause your lenses to dry out and feel less comfortable²

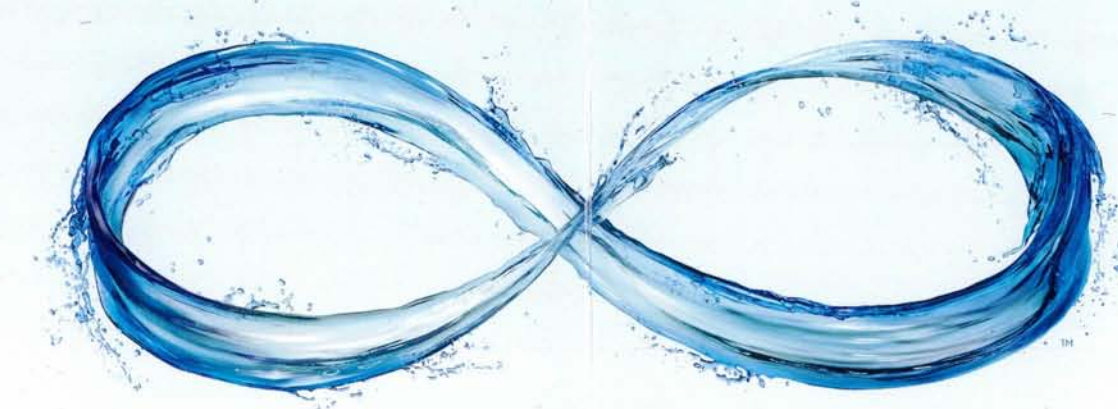


You blink
**60%
LESS**
when using a
digital device!³

When you use digital devices often, it could contribute to lens dehydration.³ That's because you blink **60% less** when your eyes are focused on smartphone, tablet, or computer screens.³




In addition to discomfort, you may experience symptoms such as:²

- Blurred vision
- Eye strain
- Tired eyes
- Delayed focusing



Now there's MoistureSeal™ technology

Helps prevent lens dehydration that may be caused by reduced blink rates⁴

-  Features MoistureSeal™ technology to help prevent lens dryness⁴
-  Retains moisture for a full 16 hours³
-  Provides superior end-of-day vision* for digital device users¹

* Among the leading silicone hydrogel lenses

Preferred
3to1
for overall comfort
compared to other
lens brands¹



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