

### Why is it suddenly harder to read?

At about age 40, presbyopia (the condition that creates the need for reading spectacles) starts to affect everybody. As the eye ages it loses its ability to focus on objects that are near to you. No matter what you do to keep yourself looking and feeling youthful, your vision will eventually reflect your age.

The Proclear® Multifocal technology combines the double benefits of a unique material technology, "PC Technology", and advanced optical design, "Balanced Progressive Technology".



**Whether you have just started to notice the effects of Presbyopia or even if you have astigmatism, there's likely to be a Proclear® Multifocal contact lens that's available to you.**

Ask your Optician which Proclear® multifocal contact lens is right for you and start seeing clearly near, far and in-between.

#### **Proclear® EP**

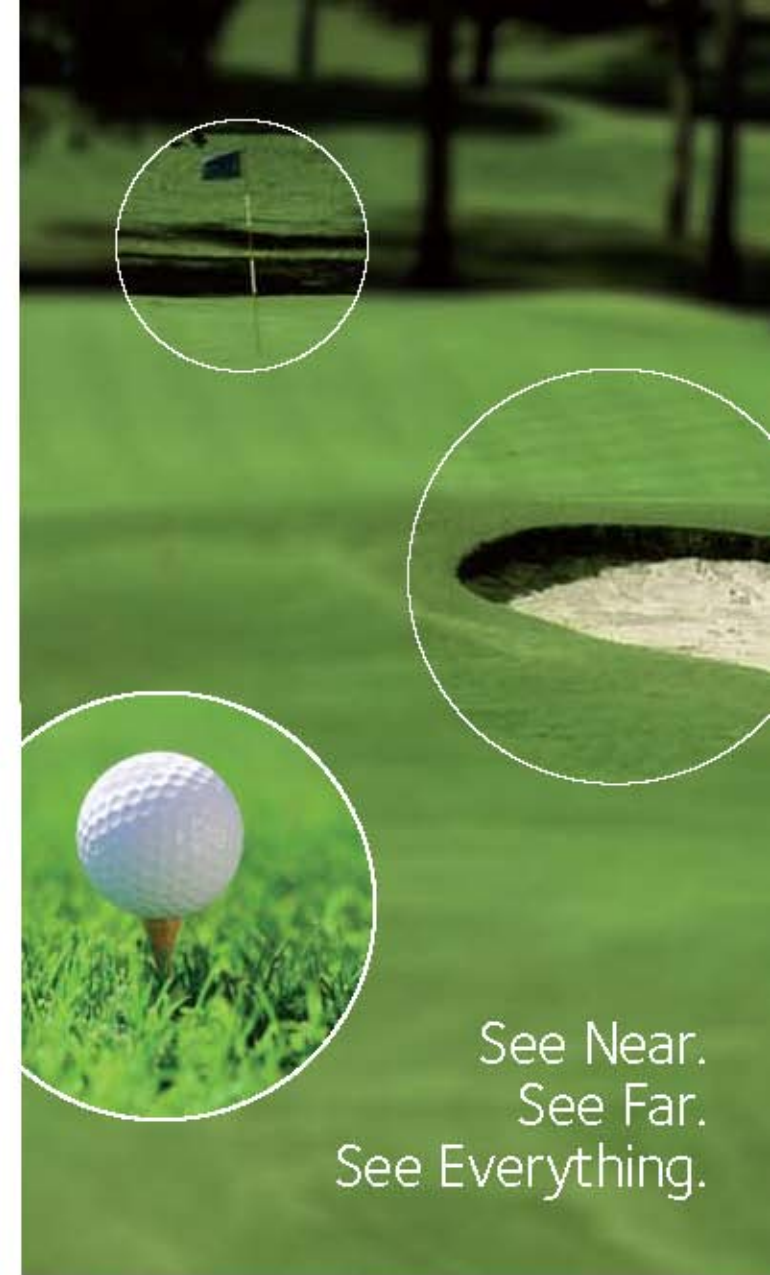
Specially designed for the early signs of presbyopia.

#### **Proclear® Multifocal**

Provides excellent vision at all distances for presbyopes.

#### **Proclear® Multifocal Toric**

Engineered especially for presbyopes with astigmatism.



See Near.  
See Far.  
See Everything.

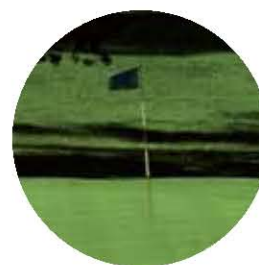
Proclear® Multifocal



# Proclear® Multifocal monthly disposable contact lenses are all you need to see comfortably, near far and in-between

## See Near. See Far. See Everything

Proclear® Multifocal's unique technology allows you to see near, far and in-between objects clearly in both eyes, with all day comfort. You can also take comfort in knowing you are not alone in finding it more difficult to focus on close up objects.



## Vision and comfort combined

**PC Technology™** – All Proclear® Multifocal contact lenses are uniquely engineered with PC Technology and are designed to provide outstanding all day comfort.

- PC Technology creates a unique lens material containing phosphorycholine (PC), found naturally in cells throughout the body.
- It binds with water to create a 'shield' of water around the lens, helping to keep them moist and comfortable all day long.
- This means reduced lens dehydration<sup>1</sup> – ideal for presbyopes who traditionally may suffer more with a poorer quality tear film.

## Balanced Progressive™ Technology

Proclear® Multifocal's unique Balanced Progressive™ Technology takes advantage of the fact that your brain naturally favours one eye for reading and the other for distance.

Historically in contact lens wear it has been common to correct presbyopia by simply correcting one eye for near vision and the other for distance vision. However, this does not allow your eyes to work together and sacrifices your 'depth perception', which can make it difficult to judge distances and speeds.

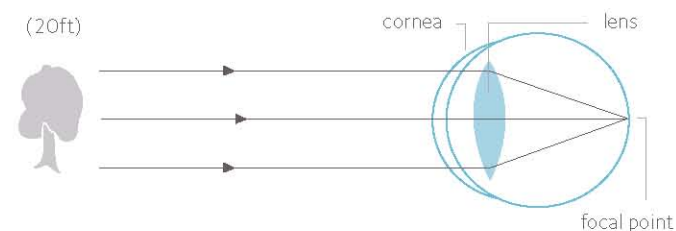
Balanced Progressive™ Technology is a unique optical design which provides the ability to see clearly at all distances in both eyes, while also maintaining your ability to judge distances and speeds.

<sup>1</sup> Efron, N Morgan PB. CLAO J 1999; 25 (3): 148-151.

## Presbyopia (aging eye) explained

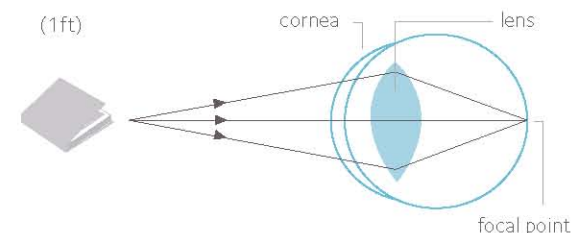
### Normal Seeing Eye (distance objects)

Lens naturally focuses on distance objects



### Normal Seeing Eye (near objects)

Lens changes shape in order to bring near objects into focus



### Presbyopic Eye

Presbyopia means the lens has lost its ability to change shape and therefore cannot bring the near object into focus.

