

PRECISION¹ SEE FREE Program

Kick start your practice into high gear

FOR A LIMITED TIME, PATIENTS CAN
Buy 3 or more 90-ct. boxes, and get 1 FREE



Whether your patients are searching for their first contact lens or their next contact lens, patients will experience the precise vision and dependable comfort of PRECISION1[®] one-day contact lenses¹.

PRECISION1[®] lenses ***are born from the Water Gradient Technology of DAILIES TOTAL1[®] contact lenses, but at a mainstream price.***

For a limited time, when patients buy 3 or more 90-ct. boxes of PRECISION1[®], they will receive a FREE box so they can experience the Water Gradient-inspired performance of PRECISION1[®] for less.

Alcon designed the PRECISION1[®] SEE FREE Program to help you kick start your practice. The Program can help:



Increase order size and keep lens sales in your office



Improve cash flow without maintaining an inventory



Streamline patient experience with direct-to-patient shipping

Ready to rev up your practice?

Contact your Alcon Account Manager for full details, plus grab FREE promotional materials NOW

GET FREE PROMOTIONAL MATERIALS



Patients can participate in the SEE FREE Program AND the \$150 Alcon Choice annual supply rebate*:


Only patients who purchase an annual supply (7 boxes + 1 free box) in a single transaction are eligible for the Alcon Choice \$150 annual supply rebate. Purchases made in installments or multiple transactions are not eligible.

PROGRAM DETAILS

- Offer valid July 1 – Sept 30, 2020
- Valid only on orders from Alcon or Alcon-authorized Distributors
- Direct -To-Patient shipments only
- Limit one free box per patient
- Practice must place an order for total quantity per patient (3 boxes purchased + 1 Free box= 4 boxes ordered)
- Free units will count toward Customer Programs

*** Savings via mail-in (or online) rebate in the form of an Alcon pre-paid VISA card. Additional restrictions apply. See Official Rebate form for full terms and conditions**

Reference: 1. Cummings S, Giedd B, Pearson C. Clinical performance of a new daily disposable spherical contact lens. Optom Vis Sci 2019;96:E-abstract 195375.

See product instructions for complete wear, care and safety information. 

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Alcon

THE #1 MOST
PURCHASED
IN-OFFICE MGD
TREATMENT
DEVICE IN 2019¹

Systane®
iLux®

Leading MGD
Thermal Pulsation
System¹

DEEP™
DRY EYE EXCELLENCE PROGRAM

Dry Eye Practice
Implementation
Program

Systane®
MY EYES
PROGRAM

Patient
Retention
Program



NO
REASON
TO WAIT:

SUCCESS
STARTS
NOW

**ACT NOW TO ADDRESS MGD AT THE SOURCE AND
EXPAND YOUR PRACTICE.**

Of the **30 million dry eye sufferers in the U.S.**, 86% have meibomian gland dysfunction (MGD) and may be in need of an effective treatment.^{2,3}

Serve a growing backlog of patients and expand your practice with the **Systane® iLux® Suite** – including access to Alcon's dry eye innovation pipeline.

THERE'S NO REASON TO WAIT. THE SYSTANE® iLUX® SUITE IS DESIGNED TO ADAPT TO YOUR PRACTICE AND ENHANCE IT IMMEDIATELY.

2019
GOLD WINNER
MEDICAL DESIGN
EXCELLENCE AWARDS

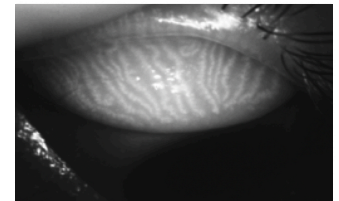
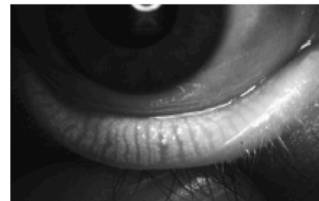


Current Leading Innovation & Support

- **Systane® iLux®** is a **handheld, portable technology** that delivers a complete MGD treatment in just **8 to 12 minutes**
- Average **meibomian gland function increased by 300% at 4 weeks** post-treatment, compared to baseline⁴
- Practices with our **DEEP™** support program perform **2 to 3 times more Systane® iLux® procedures** than those without it⁵
- Systane® My Eyes is the first and only patient retention program in the MGD space to help drive **increased retention, continuity of care, and procedure volume**
- **Rapidly generate positive cash flow** with elective, cash pay procedures
- Industry leading equipment **service and protection plans** provide peace of mind

Platform Promise

- Purchasing now provides you with **exclusive access to upgrade to the Systane® iLux²®** at preferred pricing once it becomes available in late 2021
- The **Systane® iLux²®** will bring **digital visualization** to the #1 most purchased MGD thermal pulsation system¹
- The **Systane® iLux²®** will combine three additional capabilities into a single, handheld, portable device:
 - **High-resolution digital visualization, recording, and media storage**
 - **Built-in near infrared meibography camera**
 - **White light surface imaging**



Systane® iLux²®

SUCCESS STARTS NOW. Contact iLux@alcon.com or visit SystaneiLux.com for more information.

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IMPORTANT PRODUCT INFORMATION FOR iLUX® DEVICE

Indication: The iLux® Device is indicated for the application of localized heat and pressure therapy in adult patients with chronic disease of the eyelids, including Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye.

Contraindications: Do NOT use the iLux® Device in patients with the following conditions: Patients whose pupils have been pharmaceutically dilated; patients who have undergone ocular surgery within prior 12 months; patients with ocular injury or trauma, chemical burns, or limbal stem cell deficiency (within prior 3 months); patients with active ocular herpes zoster or simplex of eye or eyelid or a history of these within prior 3 months; patients with cicatricial lid margin disease; patients with active ocular infection, active ocular inflammation or history of chronic, recurrent ocular inflammation within prior 3 months; patients with an ocular surface abnormality that may compromise corneal integrity; patients with lid surface abnormalities that affect lid function in either eye; patients with aphakia; or patients with permanent makeup or tattoos on their eyelids.

Warnings/Precautions: Federal law restricts this device to sale by or on the order of a licensed healthcare practitioner. The Disposable may not fit all eyes, such as eyes with small palpebral fornices. Use of the iLux® device is NOT recommended in patients with the following conditions: moderate to severe allergic, vernal or giant papillary conjunctivitis; severe eyelid inflammation; systemic disease conditions that cause dry eye; in patients who are taking medications known to cause dryness; or patients with punctal plugs.

Potential Adverse Reactions: Potential adverse effects may include eyelid/eye pain requiring discontinuation of the treatment procedure, eyelid irritation or inflammation, temporary reddening of the skin, ocular surface irritation or inflammation (e.g., corneal abrasion, conjunctive edema or conjunctival injection (hyperemia)), and ocular symptoms (e.g., burning, stinging, tearing, itching, discharge, redness, foreign body sensation, visual disturbance, sensitivity to light).

Attention: Please refer to the User Manual for a complete list of contraindications, instructions for use, warnings and precautions for the iLux® Device.

References:

1. Alcon data on file, 2019.
2. Tear Film and Ocular Surface Society (TFOS). TFOS DEWS II Report. http://www.tearfilm.org/dettreports-tfos_dew_ii_report/32_30/eng/. Published July 2017. Accessed May 9, 2018.
3. Lemp MA, Crews LA, Bron AJ, Foulks GN, Sullivan BD. Distribution of aqueous-deficient and evaporative dry eye in a clinic-based patient cohort: a retrospective study. *Cornea*. 2012;31(5):472-478. doi:10.1097/ICO.0b013e318225415a.
4. Hardten DR, Schanzlin DJ, Dishler JG, et al. Comparison of a handheld infrared heating and compression device and a thermal pulsation device to treat meibomian gland dysfunction. Paper presented at: 2018 American Society of Cataract and Refractive Surgery-American Society of Ophthalmic Administrators Annual Meeting; April 16, 2018; Washington, DC.
5. Alcon data on file, 2019.