

Dear Eye Care Practitioner,

In an effort to continually improve our portfolio of products, CIBA VISION® will be discontinuing select products within our lens care product portfolio. The purpose of this letter is to announce these changes, so you can begin to transition your patients.

Simplifying our lens care portfolio will allow us to better focus on our most innovative lens care products, and provide a high level of customer service to eye care practitioners and contact lens wearers. To that end, CIBA VISION will discontinue MiraFlow® Extra-Strength Daily Cleaner and SoftWear® Saline effective January 1, 2010. In addition, CIBA VISION® will no longer provide Starter Kits for AQuify® Multipurpose Solution. CIBA VISION® will be increasing the allocation of Clear Care® Cleaning and Disinfecting Solution Starter kits for Walmart, effective January 1, 2010. This increase will allow Clear Care® Starter kits to be added to the Walmart BOSS ordering system.

Future Lens Care Discontinuances	Recommended Replacement
MiraFlow®	No CIBA VISION alternative†
SoftWear® Saline	No CIBA VISION alternative
AQuify® Multipurpose Solution 2 oz Starter Kit	No CIBA VISION alternative†

† CIBA VISION recommends that you upgrade your patients to Clear Care® Cleaning and Disinfecting Solution.

Clear Care is the Comfortable, Gentle* and Powerful Solution

- 2.7 million patients drop out of contact lens wear each year, most due to discomfort¹.
 - Clear Care® is clinically proven # 1 for comfort^{2,3} and can provide your patients with an extra hour of comfort every day⁴.
- Clear Care® does not contain MPS preservatives and is gentle* on the eyes.
- Clear Care® virtually eliminates solution-induced corneal staining with silicone hydrogen lenses⁵.
- Clear Care delivers powerful triple-action cleaning: 1) hydrogen peroxide penetrates the lens to provide deep cleaning; 2) a built-in surfactant breaks down and lifts away debris and deposits; and 3) bubbling action enhances surface protein removal.
 - Powerful hydrogen peroxide kills germs and bacteria that can cause eye infections.

Upgrade all your silicone hydrogel patients to Clear Care® Cleaning and Disinfecting Solution today!

Thank you for your continued support of CIBA VISION® products. If you have any questions regarding these changes, please contact your CIBA VISION® sales representative.

Warm professional regards,



Charles Bailey, OD
Director of Professional Relations—Walmart
CIBA VISION®

* When used as directed. 1. CIBA VISION data on file, 2006 2. Amos C. Comparing lens care systems for silicone hydrogel contact lenses. *Contact Lens Spectrum*. 2007; 22(12):40-43. 3. Dillehay SM, McCarter HE, et al. A comparison of multi-purpose care systems. *Contact Lens Spectrum*. 2002, April: 30-36. 4. Keir N, Schneider S, et al. Clinical performance of a peroxide-based care system and a multi-purpose care system formulated for use with silicone hydrogels. *Optom Vis Sci*. 2008;85:E-abstract 085058. 5. Carnt N Willcox MDP, Evans V, Naduvilath TJ, Tilia D et al. Corneal staining: the IER matrix study. *Contact Lens Spectrum*. 2007; 22(9): 38-43. Miraflow, Softwear, AQuify, Clear Care, CIBA VISION, and the CIBA VISION logo are trademarks of Novartis AG.