

OPTICAL MODE

O Open

Greet each Patient promptly and professionally for the best Patient experience.

P Probe

Ask open-ended questions to understand the Patient's needs and concerns.

T Tune In and Take Notice

Actively take notice of what Patients are saying to provide better solutions to their needs.

I Interpret

Understand Patients' concerns through product solutions and customer service that makes them feel special.

C Create Awareness and Present Options

Educate Patients about product options and features that meet their needs.

A Ask for the Sale

Always close communication with the Patient by asking for the sale.

L Lasting Impression

Follow up with the Patient, do the things you say you will do, and provide world-class service.

SITUATION

During their eye exam, the patient has no complaints about their lens-wearing experience. However, when asked if they can wear their lenses as long as they would like to, the patient responds, "They get a little dry when I drive home from work."

SOLUTIONS

Contact lens solution can impact wettability and comfort. With a simple change of solution, many patients can wear their lenses to the end of their day.

OPTI-FREE® PureMoist® MPDS is the only solution with HydraGlyde® Moisture Matrix, which provides comfort and moisture from insertion to removal.

HOME OFFICE NOTES:

References: 1. Data on file, Alcon Research Ltd. 2. Lally J, Ketelson H, Borazjani R, et al. A new lens care solution provides moisture and comfort with today's contact lenses. *Optician*. 2011. Available at <http://business.highbeam.com/410120/article-1G1-252396346/new-lens-care-solution-provides-moisture-and-comfort>. Accessed June 1, 2011. 3. Davis J, Ketelson HA, Shows A, Meadows DL. A lens care solution designed for wetting silicone hydrogel materials. Poster presented at ARVO; May 2010; FL.

NEW PRODUCT

OPTI-FREE®
puremoist.
MULTI-PURPOSE DISINFECTING SOLUTION



FEATURE BENEFITS

OPTI-FREE® PureMoist® MPDS provides comfort and moisture from insertion to removal for today's soft contact lenses:^{1,2,3}

- Provides 16 hours of wettability.
- The only solution that contains HydraGlyde® Moisture Matrix.
 - provides a lubricating cushion of moisture from lens insertion to removal.
- Removes protein deposits and reduces lipid deposition.

WAL*MART
Save money. Live better.™