

1.8 Billion Presbyopes are Counting on You



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Nearly 71% of patients presenting in clinics today are age 37 or older.¹

There was a time when presbyopia put a damper on contact lens wear for this population, but times have changed.

Today, with products like NaturalVue® (etafilcon A) Multifocal 1 Day Contact Lenses, practitioners are

maintaining—and building—their practices with presbyopic patients.

opportunity for patients—and your practice. The sheer size and disposable income of the presbyopic population are factors too big to ignore.

The Opportunity: 1.8 Billion Presbyopes

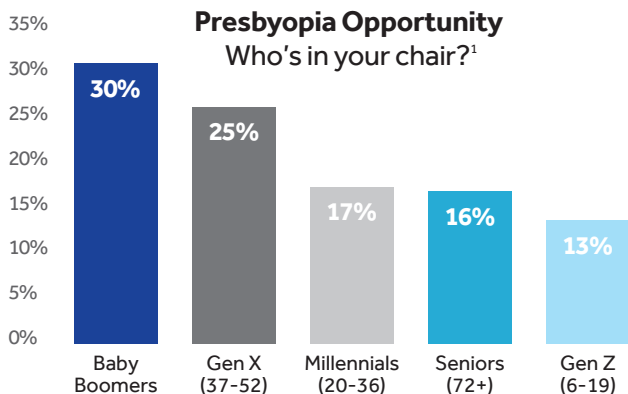
The demographics alone are a strong motivating factor for ECPs to fit presbyopes. There are around 160 million people in the US over age 40,² with an estimated 1.8 billion presbyopes worldwide.³ Already in your exam room chair, this group tends to purchase products that provide a strong personal benefit... like more youthful vision.

Half a Lifetime Is Too Long to Compromise

Due to our growing, aging population, most will spend roughly half their lives as presbyopes.⁴ Research shows that patients aren't satisfied with traditional multifocals as they don't offer the vision that contact lenses provided when they were younger. Compromised vision, particularly with near vision, is a major concern.^{5,6} It continues to be a big reason for contact lens drop-outs as patients increase in age.

To Maximize Growth, There's One Natural Fit

NaturalVue® Multifocal 1 Day Contact Lenses can help you better satisfy nearly all ages of presbyopes (emerging to mature). These lenses provide excellent stereoacuity, spectacle-level visual acuity, and excellent vision at all distances, with less reliance on readers.⁷



The Presbyopes of Today Grew Up in Contact Lenses

They aren't ready to give them up or give in to age by wearing readers. Multifocal lenses represent a big



For additional information, please contact Dr. Doug Benoit at dbenoit@vtivision.com or VTI Technical Consultation **1-844-VTI-LENS (1-844-884-5367)**, ext. 102, or TechnicalConsultation@vtivision.com

References: 1. DeLong, S. 2018 Mega Market Trends. Eyecare Business, January, 2018: 70. 2. US Census 2010. 3. Fricke TR, Tahhan N, Resnikoff S, et al. Global prevalence of presbyopia and vision impairment from uncorrected presbyopia: systematic review, meta-analysis, and modeling. 4. Ophthalmology, 125 (2018), pp. 1492-1499, 10.1016/j.ophtha.2018.04.013. 5. Charman WN. Developments in the correction of presbyopia: spectacle and contact lenses Ophthalmic Physiol Opt, 34 (2014), pp. 8-29, 10.1111/opo.12091. 6. The Multifocal Contact Lens Market: It's Yours to Lose. Review of Optometry The patients are already in your practice. Many are happy wearing lenses. Don't give them a reason to discontinue. Robert Murphy, Contributing Editor <https://www.reviewofoptometry.com/article/the-multifocal-contact-lens-market-its-yours-to-lose>. 7. VTI data on file 2015. n=59. Data assessed after 1 week of wear.

