

## AIR OPTIX® COLORS CONTACT LENSES 2-Pack Promotion

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Dear Valued Customer,

Thank you for your ongoing partnership with Alcon in 2015. We are committed to helping you grow your practice by consistently creating relevant and compelling offers for your contact lens patients. We are excited to announce a new promotion that will allow you to offer your patients the opportunity to try a two-month supply of AIR OPTIX® COLORS contact lenses at an MSRP of \$40 and UPP of \$30\*\*. The NEW AIR OPTIX® COLORS contact lens two pack will come in all nine stunning colors and will include the full parameter range (-8.00 to +6.00 D, including plano).

This limited time promotion will be available June 15<sup>th</sup> – September 30<sup>th</sup>, 2015 while supplies last. Patients who purchase the AIR OPTIX® COLORS contact lens two pack will also receive a high value rebate offer to save on an annual supply of AIR OPTIX® COLORS contact lenses (more details to follow).

### Additional details:

- AIR OPTIX® COLORS contact lens 2-packs will be available to order on a prescription only basis; Alcon will not sell inventories of this product.
- This is a U.S. offer only.
- Included is a letter you can send to your ECPs and an asset list

As always, thank you for your continued support, our strong partnership, and your loyalty to Alcon Vision Care.

Sincerely,  
[Brent Cavender](#)

Alcon Account Director

\*See Alcon official rebate form for full details.

\*\* This promotion is available where not prohibited by law.

**Important information for AIR OPTIX® COLORS (Iotrafalcon B) contact lenses:** For daily wear only for near / far-sightedness. Contact lenses, even if worn for cosmetic reasons, are prescription medical devices that must only be worn under the prescription, direction and supervision of an eye care professional. Serious eye health problems may occur as a result of sharing contact lenses. Although rare, serious eye problems can develop while wearing contact lenses. Side effects like discomfort, mild burning or stinging may occur. To help avoid these problems, patients must follow the wear and replacement schedule and the lens care instructions provided by their eye doctor.





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

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