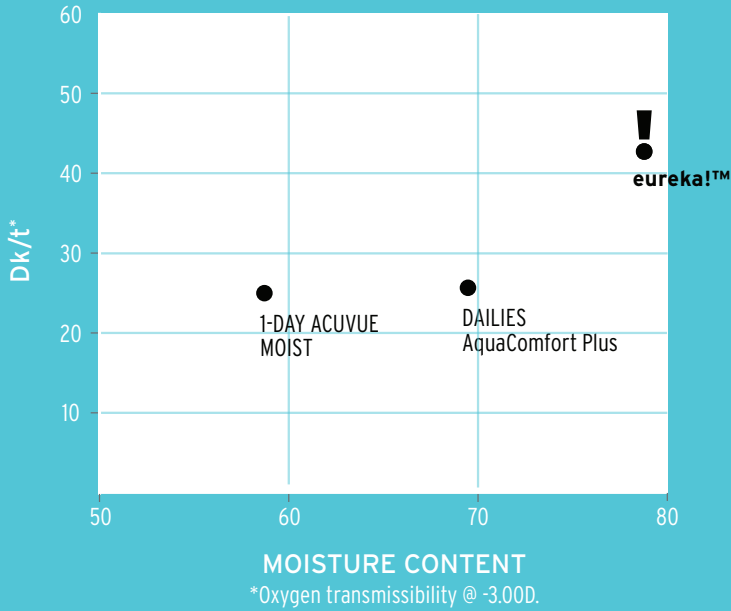
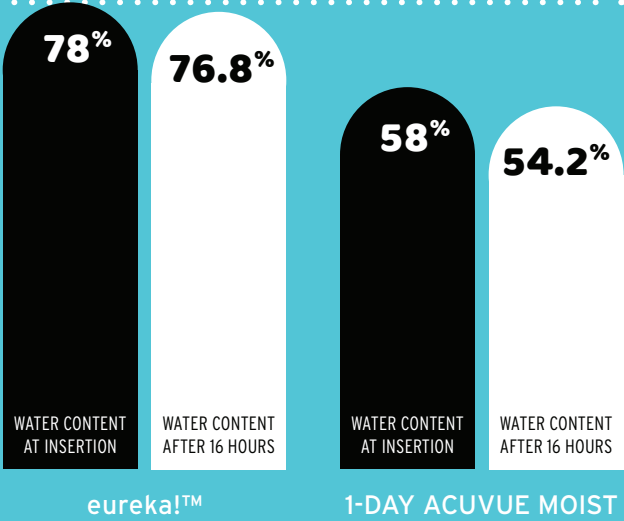


More than **80% of patients** state that their lenses do not have high enough moisture for all-day wear.<sup>1</sup>

# higher moisture that lasts

eureka!<sup>™</sup> daily disposable contact lenses start and end the day with more moisture than 1-DAY ACUVUE MOIST and DAILIES AquaComfort Plus<sup>2</sup>

WATER CONTENT OF THE CORNEA: 78%



**eureka!**<sup>™</sup>  
daily disposable

# eureka!™

## daily disposables have more moisture than leading daily lenses<sup>2</sup>



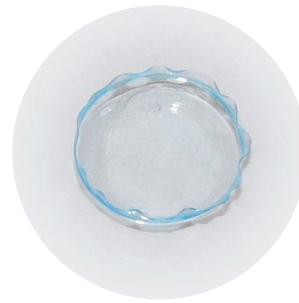
Features a patented dehydration barrier to help the lens maintain its shape<sup>2</sup>



eureka!™ daily disposables



1-DAY ACUVUE MOIST



DAILIES AquaComfort Plus

### OUT-OF-EYE MOISTURE STUDY

Lenses were removed from packaging and allowed to dehydrate for 20 minutes to demonstrate their moisture retention ability.



Give your patients the **most moisture** available in a contact lens: **eureka!™ daily disposables.**<sup>2</sup>

**REFERENCES:** 1. The Multi-sponsor Survey's 2015 Gallup study of the US consumer contact lens market. March 2016. 2. Walmart Private Label Team data on file.

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