



One-day breakthrough

Sauflon's innovative Clariti 1 day lens picked up this year's *Optician* Contact Lens Product of the Year

Practitioners have been calling for a one day silicone hydrogel lens for a while. The excellent oxygen performance of silicone hydrogels is without question and solves the previous problem regarding corneal hypoxia and its related complications. The one-day modality ensures that a clean lens surface is always present and there is no need for the use of any solutions which may trigger surface response and raise issues of compliance. The manufacture of such a specialist lens in the sort of high volume a daily lens requires presented manufacturers with significant challenges but these have now been surmounted.

In July 2009, British contact lens and solutions manufacturer Sauflon launched the Clariti 1 day silicone hydrogel daily disposable lens to much interest from the eye care professions. It was the first product of its kind available exclusively to eye care professionals and has since established itself as a key lens in the practitioner's fitting armoury.

Feedback from professionals has highlighted not only that there are few worries now about hypoxic problems (the Filcon II 3 lens has a Dk/t at -3.00 of 86 units), but that patient comfort is excellent.

Low modulus

First generation silicone hydrogel lenses had a high modulus and patients responded to this stiffness with reports of discomfort and lesions related to mechanical insult, such as superior epithelial arcuate lesions and contact lens induced papillary conjunctivitis, appeared.

Over the years, there has been a consistent drive to reduce the modulus. The Clariti 1 day has a modulus of just 0.5 MPa, lower than that of other daily silicone hydrogel lenses, and an impressively low centre thickness of 0.07mm at -3.00DS, again less than rival lenses. These factors contribute to a lens with excellent comfort performance when assessed by subjective ratings.



Lee Woodward, key account manager, and Myles Hustler, UK sales development manager, pick up the award



Clariti 1 day by Sauflon: the Contact Lens Product of the Year

In its entry submission to the judges, Sauflon included several testimonials emphasising the practitioner experience. Optometrist Wayne Evardson of David H Myers Opticians in Leeds stated: 'Clariti 1 day provides the opportunity to offer our patients a true upgrade to their current lens. We have found better comfort and tolerance for long days...'

The judges were clearly swayed by the impressive properties of the lens. What makes this all the more important as a new product, however, is the fact that it is a UK company addressing

CONTACT LENS PRODUCT OF THE YEAR

● **Winner** Clariti 1 day, Sauflon

● **Shortlisted**

CIBA Vision, Air Optix
Aqua multifocal lens

a market profile. The UK is known through the contact lens world as a daily disposable market. Eurolens Research has shown how, in the UK, 33 per cent of refits and 45 per cent of new fits are daily disposable. Having a silicone hydrogel daily lens available in the UK is important in ensuring the very best health prospects for the patient base. The fact that the lens is from a UK company is a nice bonus too.

Practitioner-only product

Another consideration was the efforts made by Sauflon to ensure that the lens is a practitioner-only product. Clariti 1 day has a unique base curve (8.6mm) and diameter (14.1mm) to ensure that product substitution from non-registered outlets is not possible. This makes sure that business generated by practitioners remains within the profession.

So, the product is a significant advance in contact lens practice, and a UK lens that aims to improve performance for patients and eye care practitioners alike. The judges were unanimous in selecting Clariti 1 day as the Contact Lens Product of the Year.

Bradley Wells, Sauflon's UK sales director commented: 'We are delighted to win Contact Lens Product of the Year with Clariti 1 day as this award recognises Sauflon as a true innovator by producing a silicone hydrogel daily disposable lens that has been designed to provide the wearer with high levels of comfort while benefitting from the oxygen advantages that silicone hydrogel lenses offer all at an affordable price.'

He added that the Contact Lens Product of the Year award recognised the quality of the daily disposable and confirmed Sauflon's ability to produce world-class innovation. ●