



# CLEAR CARE® PLUS SUCCESS MADE SIMPLE



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Dr. Crooker was compensated by Alcon for her participation in this testimonial.

One recent afternoon, I met with a college student who enjoys wearing monthly replacement contact lenses, but who was also having a common problem: her lenses felt great at the beginning of the month, but by week three, her days were being disrupted by ocular itchiness and discomfort. She often found herself replacing her lenses before the end of the month, and as someone looking to get the most out of her vision correction, this was not ideal. When the topic of her lens care routine came up, another issue was apparent: she was not consistently following

always-compliant college student also make CLEAR CARE® PLUS my first choice for any new lens wearer looking to start off on the right foot.

When introducing CLEAR CARE® PLUS to my patients, I take the solution and case out of the box and show it to them. They are always impressed when I walk them through how easy CLEAR CARE® PLUS is to use, and are excited to make it part of their routine. There is no rubbing with CLEAR CARE® PLUS, which is the step that my patient, like many others, often forgot when using MPS. Five simple steps are all it takes to effectively clean and disinfect lenses with CLEAR CARE® PLUS, and patients love the solution's bubbling action, which lets them see it working, while also helping to reinforce good lens care habits.<sup>6</sup> After demonstrating how to use CLEAR CARE® PLUS, I

## CLEAR CARE® PLUS CLEANS AND DISINFECTS LENSES IN A FEW SIMPLE STEPS\*

- 1** Wash, rinse, and dry hands


- 2** Place lenses in baskets and rinse for 5 seconds with solution


- 3** Fill the lens case to the line with solution


- 4** Put it all together and tighten the lid


- 5** Soak overnight or for at least 6 hours



the directions for use of her multipurpose lens care solution (MPS), only occasionally taking the time to rub her lenses before soaking them. Despite the best efforts of practitioners, this remains a problem that many of us encounter all too often.

**PRACTICE TIP**



To help raise patient awareness about CLEAR CARE® PLUS, I have Alcon's Ease of Use video playing in my office's waiting room. The video is a fun way to show how simple CLEAR CARE® PLUS is to use and get patients excited about using it.

View this video at <https://youtu.be/Xhok8710E7Q>

Good lens care habits are key to a successful lens-wearing experience,<sup>1</sup> so the recommendation I gave my patient was simple: switch to CLEAR CARE® PLUS for your daily lens care. CLEAR CARE® PLUS is a 3% hydrogen peroxide solution that, in addition to providing excellent disinfection<sup>2,3</sup> and outstanding comfort (thanks to Alcon's HydraGlyde® Moisture Matrix),<sup>4,5</sup> simplifies lens care by eliminating the rubbing step. For these reasons, CLEAR CARE® PLUS is a lot more than a 'problem-solver.' The same features that benefit the not-

make sure that they take the CLEAR CARE® PLUS Patient Tip Card home with them to help ensure compliance. Making CLEAR CARE® PLUS my first-line lens care recommendation has had an undeniably positive impact on my patients' lens care compliance, and study data agree with my experience — surveys show that 93% of habitual MPS users who try CLEAR CARE® PLUS agree that it is easy to use,<sup>5</sup> and CLEAR CARE® PLUS' design promotes significantly greater compliance with directions for use than MPS.<sup>6,7</sup>

I want all of my reusable contact lens wearers to have an excellent lens-wearing experience. I recommend CLEAR CARE® PLUS because it makes lens care easy for patients,<sup>5</sup> and when compliant lens care is easy, patients can enjoy their lenses. For all of my patients in reusable lenses, using CLEAR CARE® PLUS means a simple daily lens care routine and outstanding disinfection and comfort — all month long.<sup>2,5</sup>



\*Instructions presented here are for soft contact lenses only; additional instructions for RGP lenses are available in the CLEAR CARE® PLUS package.

**References** 1. Bui TH, Cavanagh HD, Robertson DM. Patient compliance during contact lens wear: perceptions, awareness, and behavior. *Eye Contact Lens*. 2010;36:334-339. 2. Gabriel MM, Bartell J, Walters R, et al. Biocidal efficacy of a new hydrogen peroxide contact lens care system against bacteria, fungi, and Acanthamoeba species. *Optom Vis Sci*. 2014;91:E-abstract 145192. 3. Gabriel MM, McAnally C, Bartell J, et al. Biocidal efficacy of a hydrogen peroxide lens care solution incorporating a novel wetting agent. *Eye Contact Lens*. 2018:Epub ahead of print. 4. Alcon data on file, 2016. 5. Alcon data on file, 2016. 6. Guthrie S, Dumbleton K, Jones L. Contact lens compliance: Is there a relationship between care system and compliance? *Contact Lens Spectrum*. 2016;31:40-43. 7. Woods J, Srinivasan S, Jones L. Compliance with the use of hydrogen peroxide and multipurpose solution care regimens. *Contact Lens Spectrum*. In press.

