

Alcon DAILIES® teams up with US Olympians - world-class gymnast Laurie Hernandez and soccer star Tobin Heath - to launch the Invisible Edge campaign

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- Consumer education campaign highlights the important role of vision in giving "everyday" athletes an invisible edge on and off the field
- New survey uncovers that clear eyesight is more important than strength, speed and endurance for nearly 3-in-4 "everyday" athletes who wear contact lenses
- Survey respondents report that comfortable contact lenses give them an edge when competing and help them perform at their best

FORT WORTH, Texas, Sept. 25, 2017 /PRNewswire/ -- Alcon, the global leader in eye care and a division of Novartis, is launching a new consumer education campaign called Invisible Edge with the help of Olympic gold- and silver-medalist Laurie Hernandez and two-time gold-medalist Tobin Heath. These star athletes will be shining a spotlight on the importance of clear vision, including the role of top-performing Alcon DAILIES® contact lenses in helping give "everyday" athletes an edge while competing at any level. The Invisible Edge campaign is based on a new survey that found clear eyesight tops the list of attributes that help nearly three in four "everyday" athletes perform at their best.

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"Whether you're an athlete or just someone aspiring to be at the top of your game – in the workplace, gym or even at home – it's important to have that special something that sets you apart and helps you stay focused," said Tobin Heath. "For me, Alcon DAILIES TOTAL1® contact lenses help give me that invisible edge. They are so comfortable that it feels like I'm wearing nothing in my eyes so I can concentrate on scoring my next goal or setting up a teammate with the perfect pass."

Alcon recently fielded a survey of 1,000 "everyday" athletes, age 18 and over, who currently play a team sport competitively (intramural or recreation league) or individually (e.g., golfing, cycling or running a marathon). The survey aimed to uncover attitudes, beliefs and values placed on the role of clear and comfortable vision in competitive settings, and how it can provide athletes with an invisible edge on and off the field.

Invisible Edge Survey Findings

For everyday athletes who wear contact lenses, clear eyesight is the most important characteristic for performing at their best.

- About three in four (74%) everyday athletes who wear contacts said great, clear vision is important to helping them perform at their best, ranking it above physical strength (68%), speed (63%) and endurance (63%).¹

- While competing and performing, 63 percent of athletes who wear contact lenses ranked clear vision as more important than quick reflexes, while 52 percent ranked clear vision as more important than mental focus.¹

Most everyday athletes who wear contacts say the lenses give them an added edge during competition.

- More than eight in ten people (83%) who wear contact lenses agree they give them an edge during competition.¹
- More than 90 percent of athletes who wear contact lenses agree that comfortable lenses help them perform at their best.¹

Many everyday athletes acknowledge that clear vision is important, yet they say it is most likely to be taken for granted.

- Fifty percent of everyday athletes surveyed say they can't compete at a high level without great, clear vision.¹
- However, more than half (55%) of those surveyed said that athletes are most likely to take clear vision (eyesight) for granted.¹

"When I first learned that I needed contact lenses, I was surprised because I didn't realize I had vision issues," said Laurie Hernandez. "But the first day I wore my DAILIES® AquaComfort Plus® contact lenses in the gym, I immediately noticed how much more clearly I could see the end of the balance beam. The lenses were surprisingly comfortable and so easy to care for because I just put on fresh, new pair of lenses every day. I am thrilled to partner with Alcon to share more about the confidence and freedom I've gained since I started wearing contact lenses."

Throughout the campaign, Tobin Heath will be sharing her personal and professional experiences with DAILIES TOTAL1® contact lenses. These daily disposable lenses feature the world's first and only water gradient technology, creating a cushion of moisture on the eye for comfort. Laurie Hernandez will share how DAILIES® AquaComfort Plus® contact lenses fit into her busy life as a teen on-the-go because they provide all-day comfort due to moisturizing agents that are gradually released throughout the day. DAILIES® AquaComfort Plus® contact lenses also help build great habits for first time lens-wearers because there's no need for lens care products.

"We are proud to announce this campaign with Tobin Heath and Laurie Hernandez, two world-class stars in their respective sports," said Sergio Duplan, Region President, North America for Alcon. "Tobin and Laurie are the perfect partners to inspire others by sharing their personal stories and the compelling insights uncovered in the Invisible Edge survey since clear vision is key to their success."

Wearing contact lenses requires a prescription. Make an eye exam appointment today to learn whether Alcon DAILIES TOTAL1® or Alcon DAILIES® AquaComfort Plus® contact lenses are right for you or your family and to request wear, care and safety information. Visit DAILIES.com to learn more.

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References

1. Invisible Edge Survey Results, Alcon and Wakefield Research. July 2017.

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List of links present in page

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