

BAUSCH + LOMB™
LACELLE™



LACELLE

Strictly for internal Use by Professional Services



True Beauty

Comfort

Eye Health

Unique & lace-like graduation pattern

Blends seamlessly with the eyes' true color to bring out their **true beauty**



Benefits related to True Beauty as agreed by wearers

All wearers agree that **Lacelle colors**

- make their eyes more **trendy**
- make their eyes more **attractive**
- make their eyes more **radiant**
- make my eyes look more **sparkling**

Benefits related to True Beauty as agreed by wearers

- Lacelle Have a ring pattern design which blends naturally and seamlessly with eyes
- Lacelle gives a soft natural glow to eyes
- 89% agree that Lacelle
 - Make their eyes look bigger
 - Make their eyes more beautiful
 - Make me feel more confident



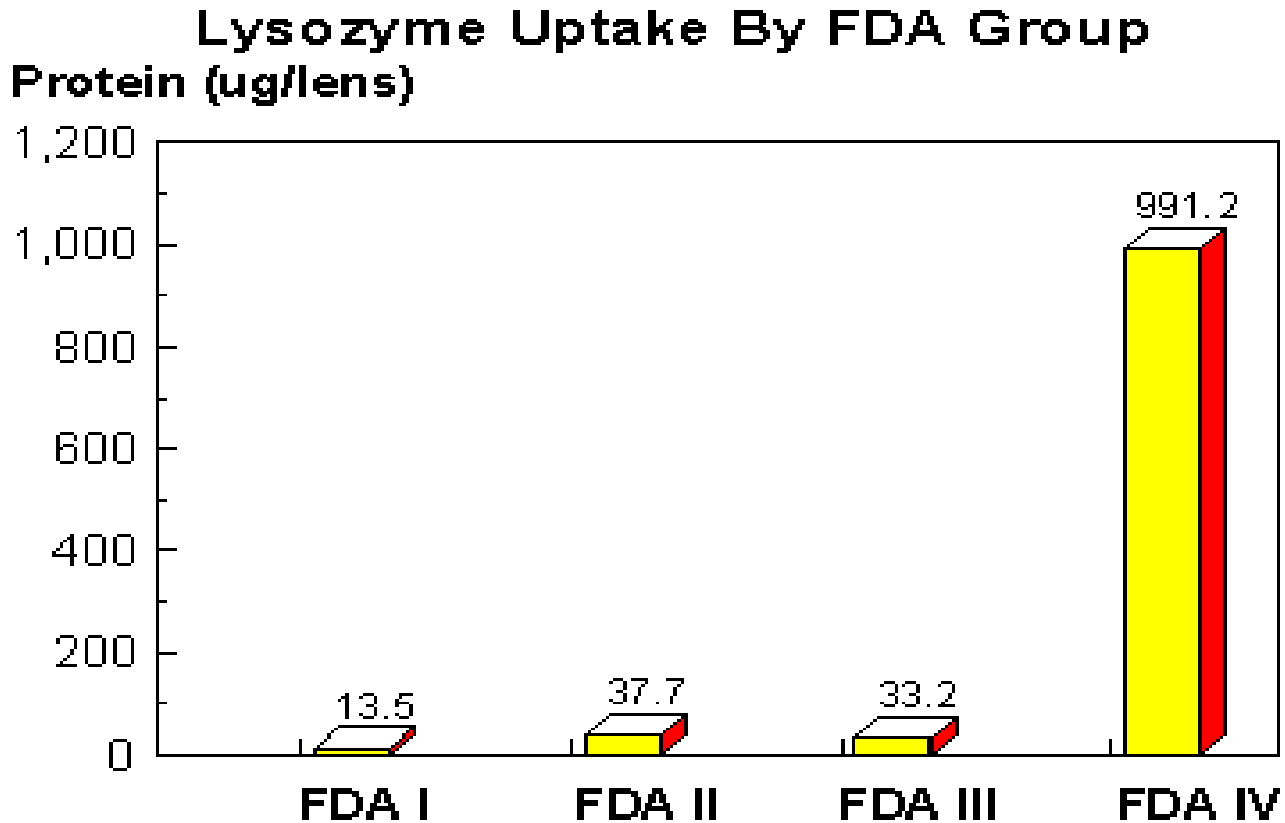
Comfort

Lens material

- **Hefilcon A**
 - High tear strength for monthly replacement
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 - Non-ionic material minimizes protein uptake

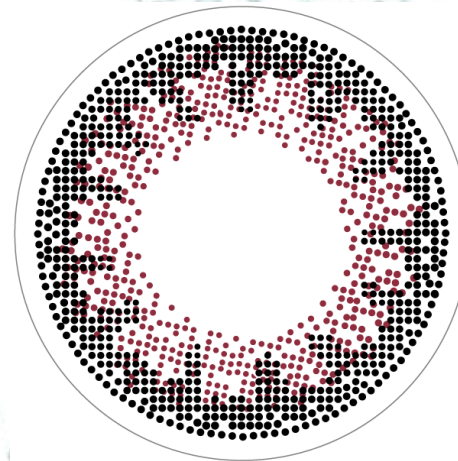
Benefits: Easy handling and comfortable lens wear

Low protein uptake



Color- Embedding Technology

- Bausch + Lomb Lacelle Colors make use of **Color- Embedding Technology** to embed the Color in the lens material for **comfortable lens wear & eye health**



Benefits related to Comfort as agreed by wearers

% of wearers agree that Lacelle colors

- **100%** - Provide fair to excellent **Initial comfort** and **overall comfort**
- **97%** - Provide fair to excellent **End of day comfort**
- **94%** - rated same to much more comfortable **overall comfort compared to their habitual cosmetic lens**

Eye Health

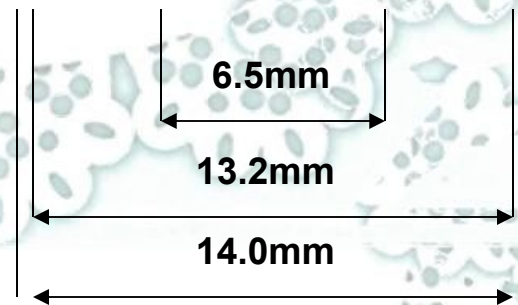
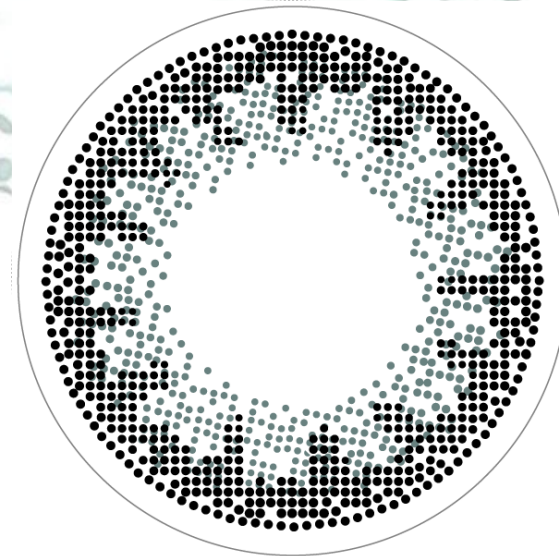
Benefits related to Eye Health as agreed by practitioners

- % of practitioners agree that Lacelle/Lacelle colors
 - No changes to ocular health comparing pre to post wear of Lacelle Colors

Bausch + Lomb Lacelle Colors Have



Monthly Colors



Colors Monthly

Material	Hefilcon A (Group - 1)
Water Content	42% water
Base Curve	8.6mm
Lens diameter	14.0 mm
Centre thickness	0.1 mm
Power	PL and -1.00Ds to -6.00Ds (0.25Ds steps) -6.50Ds to -9.00Ds (0.50Ds steps)
Inner & outer pattern diameter	6.5 / 13.2 mm
Color available :	Grey, Brown, Violet and Blue
Coloring method	Color-embedding technology
UV Block :	Yes

