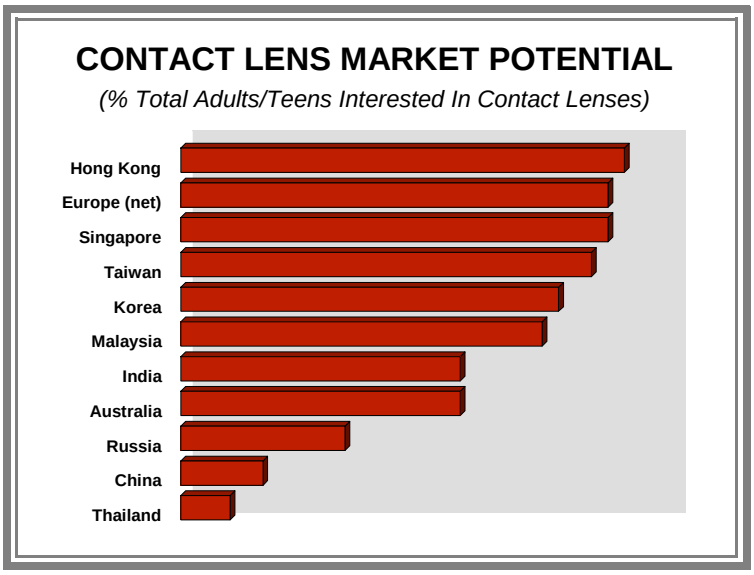
The 2010 STUDY OF THE

INTERNATIONAL CONTACT LENS MARKET

Now available for purchase, this recently completed study investigates vision correction needs and methods in sixteen countries around the globe. This comprehensive study provides fundamental, must-have information for companies involved or planning to be involved in the sales of contact lenses outside the United States.

Among the findings is the substantial opportunity which still exists for growth of the contact lens market abroad.



PURCHASE OPTIONS:

The study is available for purchase with several options:

Full study for all 16 countries. .

Full study for selected countries.

Smaller topic reports each examining one specific subject from the full report, see pages 3-4 for TOPIC REPORT LISTINGS.

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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To help clients meet specific market research needs, Multi-sponsor Surveys International LLC offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.). Contact us for timing, cost and availability.

MULTI SPONSOR Surveys INTERNATIONAL LLC

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STUDY DETAILS

SAMPLES AND METHODOLOGY:

The samples in each country include adults and teens; and have a large general population component to obtain incidence of vision correction and vision care measures. In addition, incremental samples of contact lens wearers and of prospective wearers were interviewed in each country.

All interviews were conducted online with the exception of general population samples for India, China and Russia which were conducted face-to-face and Thailand which was conducted by telephone. Interviewing took place between June and November, 2011.

SCOPE:

Refer to the TABLE OF CONTENTS for a listing of the 100+ questions asked in 16 countries.

PRICING FOR FULL STUDY:

Pricing and sample sizes for the full study is shown below. Subscribers may purchase as many or as few countries as they desire.

EUROPE	PRICE	
EUROPE PACKAGE (FRANCE, U.K., ITALY, SPAIN, GERMANY) . . . . . *(2500 general population, 1000 wearers and 1000 prospects)*	$49,400.	
SWEDEN	$14,900.	*w/Europe package*
(500 general population, 200 wearers and 200 prospects)	$17,000.	*alone*
EMERGING MARKETS		
RUSSIA, CHINA, INDIA *(800 general population each, 400 wearers and 400 prospects each)* . . .	$26,600.	*per country*
ASIAN COUNTRIES		
AUSTRALIA, KOREA, TAIWAN, HONG KONG, SINGAPORE, MALAYSIA, THAILAND *(1200 general population each, 400 wearers and 400 prospects each)* . .	$26,600.	*per country*

DELIVERABLES:

For each country/package purchased, subscribers will receive:

SUMMARY VOLUME *(narrative analysis of research data and implications)* in PowerPoint format.

TAB VOLUME *(data tables cross-tabulated by key demographic and behavioral variables)* in PDF format.

CROSS-COUNTRY COMPARISON VOLUME *(for subscribers purchasing multiple countries, this volume will make comparisons between markets).*

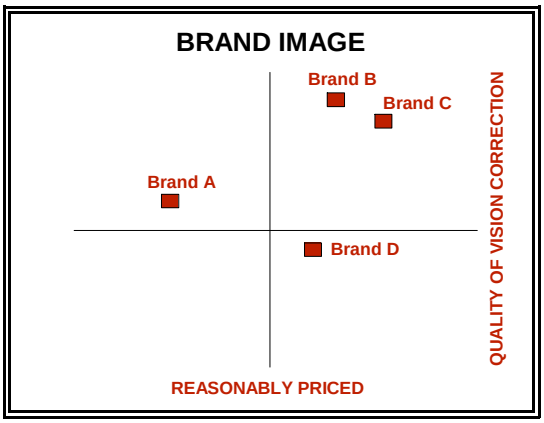
TOPIC REPORT OPTIONS

Topic reports are also available containing information from the full study on a specific subject or in a specific country. Following is a list of topic reports available. Pricing will vary depending on the scope of the topic and the number of countries being purchased.

Please call to discuss your particular information interests and to obtain pricing.

COMPETITIVE BRAND POSITIONING

Examines brand awareness, use and retention with comparative analysis between wearers and prospects where available. Awareness, use and brand switching shown for all brands in each country. Quadrant analysis will be included (see graph) to visually portray strengths and weaknesses for the top four brands in each country.



LENS CLEANING AND CARE

Will provide information on the types of cleaning solutions used, reasons for using each, brand awareness, brands used, brand switching and purchase habits.

CONTACT LENS MARKET POTENTIAL

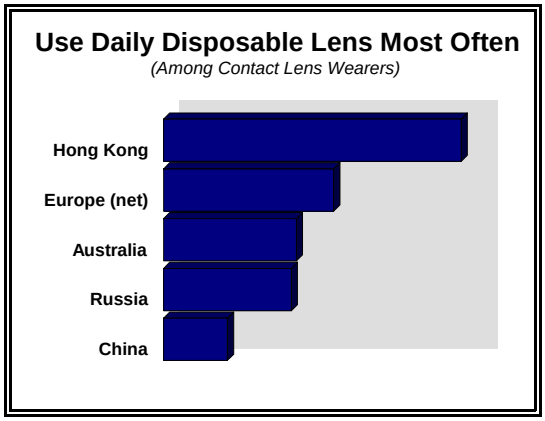
Examines the size of the potential market for contact lenses in each country and profiles prospective buyers. Topics examined among prospective wearers include brand awareness, desired features, importance of factors in selecting a brand of lens, type preferences and actions taken toward purchase. Potential among current wearers will also be explored including satisfaction, problems encountered, perceived advantages/disadvantages over glasses. Market potential among former wearers will also be examined.

CONTACT LENS WEARING HABITS

Popularity of each modality of contact lenses (daily disposable, 2 week replacement, 4 week replacement, etc.), reasons for wearing primary type and other types worn. Also data on the number of days worn each week, number of hours each day contact lenses are worn, sleeping with contact lenses, activities worn for and compliance with recommended replacement schedule.

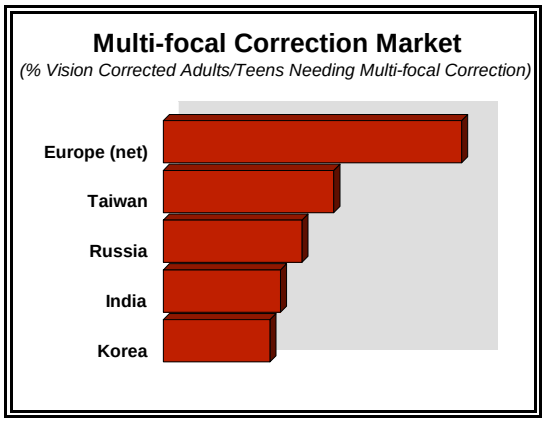
DAILY DISPOSABLE LENSES

Use of daily disposable lenses, demographic, behavioral and attitudinal characteristics of wearers as well as interest in switching to/beginning use of daily disposables. Daily disposable wearers' usage, purchase and cleaning habits are explored.



MULTI-FOCAL LENSES

Examines size of the current multi-focal vision correction market, share of those needing multi-focal correction who currently wear multi-focal contact lenses and interest in wearing among those who don't currently wear. For current users, details about length of time worn, brand worn, reasons for brand choice and types worn are included. For prospective wearers information regarding demographic characteristics, current use of bifocal/tri-focal/progressive lens glasses as well as prior use of contact lenses and reasons for interest in contact lenses are reported.



CIRCLE LENSES

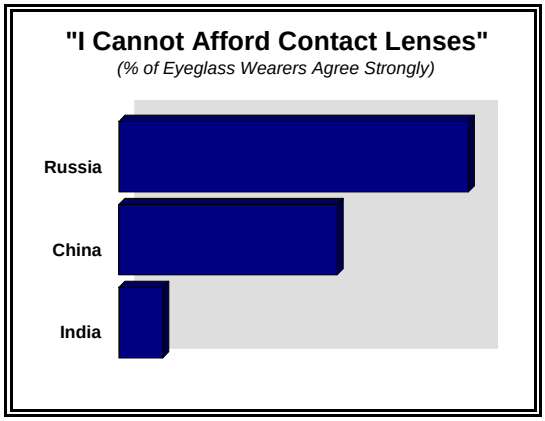
Data was collected in Asian countries and includes awareness of circle lenses, usage frequency, demographic and attitudinal characteristics of wearers as well as interest in wearing.

PURCHASE HABITS

Purchase habits of wearers will be reported including frequency of buying lenses, enrollment in automated refill plans, amount spent each purchase, outlet type and main reason for shopping that outlet. Outlet most likely to purchase from and reasons will also be reported for prospective lens wearers.

EMERGING MARKETS

Examines China, India and Russia with information on the size of the vision correction market, current use of contact lenses, interest in/potential for use and demographic profiles of users and prospects. Attitudes about vision correction are examined, as well as satisfaction with lenses among current users, perceived advantages of lenses over glasses, impact of eye professional in recommending/ discouraging contact lens use.



VISION HEALTH AND NEEDS

Incidence of vision correction, share of vision corrected using contact lenses, eye glasses or both; prevalence of correction for distance, reading and mid-range; strength of correction worn and eye exam practices. Includes information about incidence of eye diseases and type of eye care professional seen for eye care.