

MEDIA RELEASE • MEDIA RELEASE • MEDIA RELEASE • MEDIA RELEASE

Alcon Showcases Contact Lens, Eye Allergy and Dry Eye Innovations as Title Sponsor of #SECO2020

- PRECISION1[®] contact lenses now available for all Eye Care Professionals to order nationwide in the U.S.
- Innovations include PATADAY[®] over-the-counter eye allergy itch relief drops, SYSTANE[®] HYDRATION PF lubricant eye drops and the iLUX[®] MGD Thermal Pulsation System
- New package design for family of DAILIES TOTAL1[®] contact lenses will begin to roll out in April 2020

FORT WORTH, March 2, 2020 – Alcon, the global leader in eye care and official sponsor of 20/20[™], will debut key innovations at the SECO International 2020 meeting (#SECO2020) taking place March 4 – 8 at the Georgia World Congress Center (GWCC) in Atlanta, GA. PRECISION1[®] daily disposable contact lenses will take center stage as they become more fully available around the U.S. In addition, Alcon will introduce PATADAY[®] over-the-counter drops for eye allergy itch relief, SYSTANE[®] HYDRATION PF preservative-free lubricant eye drops for dry eye sufferers, and new premium packaging for DAILIES TOTAL1[®] sphere and multifocal contact lenses.

“Alcon is proud to be the title sponsor of SECO 2020 and welcomes the opportunity to connect with Eye Care Professionals (ECPs) while providing hands-on access to our latest, innovative eye care products and solutions,” said Sean Clark, General Manager, U.S. Vision Care, Alcon. “From the recent launch of PRECISION1[®] to our latest innovation in eye allergy itch relief, PATADAY[®], we are pleased to showcase the breadth of our portfolio and how we are continuing to deliver on our promise to help people see brilliantly.”

PRECISION1[®] Contact Lenses Now Available Nationwide

PRECISION1[®], Alcon’s latest contact lens innovation, is now available nationwide in the U.S. Now, ECPs with or without fit sets will have unrestricted access to order trial and revenue lenses directly from Alcon or from their preferred distributor. The lenses will also be widely available at key optical retailers around the U.S. SECO activities around PRECISION1[®] will include:

- Thursday, March 5 – Saturday, March 7
 - *Lens Try-on:* Stop by and experience first-hand why PRECISION1[®] is the lens for new wearers to start in and stay in at Alcon booth #1015 during exhibit hall hours (GWCC, Exhibit Hall).

- Thursday, March 5
 - *OD Lunch Symposium: "Alcon: The Next Big Thing,"* Presented by Dr. Rick Weisbarth (12:00 – 1:00 p.m., GWCC Amphitheater A3)
- Saturday, March 7
 - *Student Symposium: "The Next Big Thing for Your New Contact Lens Patients,"* Presented by Dr. Chris Lievens (12:00 – 1:15 p.m., GWCC Room 411/413)

PATADAY® Now Available Without a Prescription in Retail Stores and Online in the U.S.

Starting today, commercial availability begins for PATADAY® Once Daily Relief and PATADAY® Twice Daily Relief in time for spring allergy season. The products will ultimately be available in more than 40,000 major drug, food and mass market retailers, as well as online retailers. In February, the Food and Drug Administration (FDA) approved the eye allergy itch relief drops to be sold over the counter in the U.S. SECO activities around PATADAY® will include:

- Thursday, March 5 – Saturday, March 7
 - *Product Sampling:* Stop by the Alcon booth to get a drop of relief with PATADAY® Once Daily Relief, the first and only, once daily eye allergy itch relief drop available without a prescription (GWCC, Exhibit Hall).
- Saturday, March 7
 - *OD Lunch Symposium (includes PATADAY®): "Innovations from Alcon: Helping Patients Throughout Their Journey,"* Presented by Drs. Walt Whitley, Justin Schweitzer and Liz Yeu (12:00 – 1:00 p.m., GWCC Amphitheater A3)

Alcon Adds to its Dry Eye Portfolio

Alcon will introduce SYSTANE® HYDRATION PF at the SECO meeting as a new preservative-free option for dry eye sufferers with sensitive eyes and those in need of long-lasting hydration. The new product introduces HydroBoost Technology, an exclusive combination of inactive ingredients that helps retain the dual active lubricants to relieve dry eye symptoms.^{1,2}

In addition, educational and hands-on activities at SECO will focus on the iLUX® MGD Thermal Pulsation System and the newly launched SYSTANE® MyEyes patient support and retention program. SYSTANE® MyEyes, developed in partnership with 20 ophthalmology and optometry thought leaders, is the first-and-only, free support program for patients undergoing in-office treatment for Meibomian Gland Dysfunction (MGD). Meeting activities around Alcon's dry eye innovations will include:

- Thursday, March 5 – Saturday, March 7
 - *1:1 iLUX® Demos:* Attendees can stop by Alcon booth #1015 for a hands-on experience with the iLUX® device or learn about DEEP™ (Dry Eye Excellence Program).
- Saturday, March 7
 - *OD Lunch Symposium (includes SYSTANE® HYDRATION PF): "Innovations from Alcon: Helping Patients Throughout Their Journey,"* Presented by Drs. Walt Whitley, Justin Schweitzer and Liz Yeu (12:00 – 1:00 p.m., GWCC Amphitheater A3)

New Look for DAILIES TOTAL1® Packaging

Beginning in April 2020, DAILIES TOTAL1® will roll out a new packaging look with gold accents to better reflect the premium, ultimate performance this lens delivers. Although the package design will change, the contact lenses ECPs and patients have come to know and love will remain the same. The packaging refresh applies to both trials and revenue product, and will roll into the market over time beginning

with DAILIES TOTAL1® Multifocal in April and spherical rolling out later in 2020. Because of this, customers will see both new and existing packaging designs in their practices throughout the remainder of 2020 into 2021.

Visit Alcon booth #1015 for important product information on the innovative products and programs featured in this release.

Cautionary Note Regarding Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: “anticipate,” “intend,” “commitment,” “look forward,” “maintain,” “plan,” “goal,” “seek,” “believe,” “project,” “estimate,” “expect,” “strategy,” “future,” “likely,” “may,” “should,” “will” and similar references to future periods.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties and risks that are difficult to predict. Some of these factors are discussed in our filings with the United States Securities and Exchange Commission, including our Form 20-F. In particular, our expectations could be affected by uncertainties regarding the success of our separation and spin-off from Novartis. Should one or more of these uncertainties or risks materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated. Therefore, you should not rely on any of these forward-looking statements.

Forward-looking statements in this press release speak only as of the date of its filing, and we assume no obligation to update forward-looking statements as a result of new information, future events or otherwise.

About Alcon

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning more than seven decades, we offer the broadest portfolio of products to enhance sight and improve people’s lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 20,000 associates are enhancing the quality of life through innovative products, partnerships with eye care professionals and programs that advance access to quality eye care. Learn more at www.alcon.com.

References

1. Mrukwa-Kominek E, Baranska K, Jadczyk K. First clinical reports on the application of the modern dual-polymer formula in aqueous deficiency dry eye syndrome - Polish observations. Presented at the 20th European Society of Cataract & Refractive Surgery Winter Meeting; February 26-28, 2016; Athens, GR.
2. Jones L, Downie LE, Korb D, et al. TFOS DEWS II management and therapy report. *Ocul Surf*. 2017;15:575-628.

Connect with us on



Download a PDF copy of this press release

[Alcon Media Relations](#)

Kimberly Wise

+1 (817) 615 5092 (direct)

+1 (817) 525 3409 (mobile)

kimberly.wise@alcon.com

[Alcon Investor Relations](#)

Christina Cheng

+41 589 112 110 (Geneva)

+1 817 615 2789 (Fort Worth)

investor.relations@alcon.com