



**For Immediate Release**

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**Hydrogel Vision Corp. Announces New Material with Advanced Moisture Retention and Outstanding Durability**

Hydrogel Vision Corporation, makers of Extreme H<sub>2</sub>O<sup>®</sup> soft contact lenses, announced today the expansion of their product line with the introduction of the Extreme H<sub>2</sub>O<sup>®</sup> 54% lens made with a new hioxifilcon D material.

The hioxifilcon D material is made with a new GMA-HEMA copolymer formulation containing 54% water. This material provides advanced water retention properties along with outstanding durability and strength. This combination makes the Extreme H<sub>2</sub>O<sup>®</sup> 54% lens ideally suited for a wide range of patients seeking superior all day comfort.

The new Extreme H<sub>2</sub>O<sup>®</sup> 54% lens is positioned for mainstream 2 week to 1 month patients, who are looking for improved wearing time and end of day comfort than they get from mainstream Group 4 materials and higher modulus (stiffer) silicone hydrogel materials. The lens retains 97% of its original water content during wear, and has significantly enhanced durability features over the original Extreme H<sub>2</sub>O<sup>®</sup> 59% material.

The original Extreme H<sub>2</sub>O<sup>®</sup> 59% lenses are made with hioxifilcon A. This material contains 59% water and retains up to 99% of its moisture. The Extreme H<sub>2</sub>O<sup>®</sup> 59%, available in both "Thin" and "Xtra" designs, will continue to be positioned as problem solving lenses for patients who have severe issues with dryness and end of day comfort.

The new Extreme H<sub>2</sub>O<sup>®</sup> 54% is available initially in a spherical 13.6mm diameter design, making it the first and only disposable lens available in a smaller diameter. This diameter enables practitioners to optimally fit an increased number of patients who would benefit from a smaller lens design. This includes patients with average to small corneas (<=12mm HVID), patients with tight lids and pediatric patients. The parameters now available are 13.6mm diameter, median base curve, in powers ranging from +6.00 to -12.00 (-6.50 to -12.00 in 0.50D).

Free diagnostic sets of the new Extreme H<sub>2</sub>O<sup>®</sup> 54% lenses are available directly through Hydrogel Vision Corp. and through any of their authorized Extreme H<sub>2</sub>O distributors.

Hydrogel Vision Corp. is a privately held corporation located in Sarasota, Florida that manufactures specialty disposable soft contact lenses under the Extreme H<sub>2</sub>O<sup>®</sup> brand name. Extreme H<sub>2</sub>O<sup>®</sup> lenses are marketed exclusively through Independent Eye Care Providers via an industry first technology licensing and distribution agreement. For more information about Hydrogel Vision and Extreme H<sub>2</sub>O<sup>®</sup> lenses, call 1-877-336-2482 or visit [www.extreme-h2o.com](http://www.extreme-h2o.com).