

moisture
MAKES THE
DIFFERENCE

Biotrue® ONEday lenses have more moisture than any other contacts. Day by day, they maintain nearly 100% of their moisture for a full 16 hours. *Ahhh*, now that's a good feeling.

Then ONE by ONE, we recycle those contacts so they can be used to make new products like park benches, picnic tables, and playgrounds (instead of piling up in more landfills). We'll even accept contacts and blister packs from other brands. Because yeah, we're that concerned about the environment.

No other daily disposable contact lens can make those claims to fame. Which is why we get to own the sweet land of moisture where opportunity (and comfort) is endless.

See? Moisture makes the difference.