

take COMFORT in ACUVUE®

ROAD TO RECOVERY GUIDE

We partnered with optometry's most distinguished thought leaders to bring you crucial practice building tips. We hope that you take comfort in ACUVUE® as we remain focused on prioritizing patient safety and your partnership at every level.



INCORPORATING
TELEHEALTH
INTO YOUR PRACTICE
DURING COVID-19 & BEYOND
WEDNESDAY, MAR 11, 2020 10:00-3:00 PM EST

INTERACTIVE
IVX
VIRTUAL EXPERIENCE

CLICK HERE TO EXPLORE

IVX Recordings!

Hygiene is Top of Mind.

How does this affect
contact lens wear?



// You must educate your patients that they need to wash their hands thoroughly before they put on and before they remove their contact lenses, because about **50% of contact lens wearers are not compliant with hand washing procedures.**¹

Dr. Chandra Mickles

The New Normal for Optometry, April 29th



89% of contacts lens patients say they **rub their eyes, use eye drops, or manually adjust or move their lenses** when they are uncomfortable.¹

¹JJV Data on File 2020. Survey of 1564 Contact Lens patients in the US.

1. Desmond Fonn, Lyndon Jones, Hand hygiene is linked to microbial keratitis and corneal inflammatory events, Contact Lens and Anterior Eye, Volume 42, Issue 2, 2019, Pages 132-135, ISSN 1367-0484.

UNCOMFORTABLE CONTACTS CAN LEAD TO COMPROMISED HYGIENE

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ACUVUE® MAKES CONTACT LENSES UNBEATEN IN COMFORT† ACROSS 44 CLINICAL STUDIES



Coefficient of Friction

Lower coefficient of friction is correlated with improved comfort



Edge Design

Thin on-eye edge profile scan minimize lid irritation when blinking



Wettability

Consistent spreading of all layers of the tear film can minimize dryness



Modulus

Lower modulus allows the lens to wrap the eye with less mechanical resistance to the lid and cornea



All ACUVUE® contact lenses are backed by our
COMFORT PROMISE

We're confident that your patients will love the comfort ACUVUE® contact lenses provide. If they're not 100% satisfied within 90 days we promise their money back*, no questions asked.

† The following ACUVUE® Brand Contact Lenses have substantiated unbeaten in comfort claim: ACUVUE® OASYS Brand Family (including daily disposable), 1-DAY ACUVUE® MOIST Brand Family (within the category of hydrogel daily disposable), and ACUVUE® VITA® Brand spherical only²³.

*For questions about the Comfort Promise, please visit ACUVUE.COM/Get-Contacts/Money-Back-Guarantee for additional terms and conditions and to download the Comfort Promise Form for complete instructions on how to redeem your money back offer. Mail the completed form, purchase receipts as well as the opened ACUVUE® boxes to the address on the claim form and return unopened ACUVUE® boxes to your doctor. Offer valid until December 31, 2020.

1. JJV Data on File 2020. Claim for the family of ACUVUE® OASYS Brand Contact Lenses (2-week reusable) and ACUVUE® OASYS 1-Day with HydraLuxe® Technology using clinical trials cited on www.clinicaltrials.gov website (March 24, 2020).
2. JJV Data on File 2020. Claim for ACUVUE® VITA® with HydraMax® Technology. Unbeaten in Comfort in Monthly Lens Category - using clinical trials cited on www.clinicaltrials.gov website (March 27, 2020).
3. JJV Data on File 2020. Unbeaten Comfort of 1-DAY ACUVUE® MOIST Family Brand Contact Lenses (June 24, 2020).

IMPORTANT SAFETY INFORMATION: ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc. by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

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PRACTICE SOLUTIONS



ACUVUE® LensAssist

Protect your staff & patients with **free, virtual training** that promotes safe, hygienic, and successful contact lens use

[LEARN MORE](#)

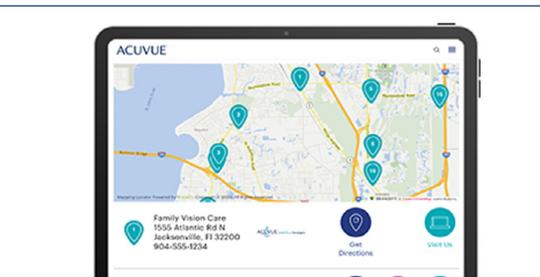


ACUVUE® Rewards

Up to **\$300 in savings*** per year available across the ACUVUE® portfolio

[SEE REWARDS](#)

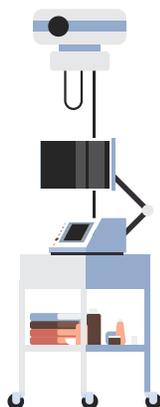
*By mail in rebate when you purchase an annual supply of ACUVUE® Brand Contact Lenses and get an eye exam. Proof of purchase must be submitted via ACUVUE.com and by mailing in your tear pad sheet with reward code and original receipt. Reward amount received will depend on the ACUVUE® brand purchased and if you are a new or current wearer of the brand. ACUVUE® Rewards are only valid on in-office purchases and purchases made at participating retail locations. Rewards are not valid for internet purchases. Additional terms and restrictions apply. See <https://www.acuvue.com/myacuvue-rewards-benefits> for full details.



ACUVUE® Find An Eye Doctor

Connect patients to your practice with our **free "Find a Doctor" map** on ACUVUE.com

[ENROLL NOW](#)



“ We noticed that a lot of the map search engines out there had us listed as temporarily closed! We didn’t do that on our own, I don’t know how some of them came up with that, but we had to go back and fix that and **let people know that we’re open and here for them.**”



Dr. Pham Murphy
Reopening Tips, May 20th

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PROFESSIONAL SUPPORT

We've partnered with industry colleagues and CORE (Centre for Ocular Research & Education) to promote **patient resources** and professional discussions on safe contact lens wear.



**You Can Keep
Wearing Your
Contact Lenses**

There is currently **no scientific evidence** that contact lens wearers have an increased risk of contracting COVID-19 compared with glasses wearers. Consult your eye care practitioner with questions.

Find more resources here: core.uwaterloo.ca/covid-19

AOA FOUNDATION
RECOVERY FUND



We donated \$320k to support practitioners and schools of optometry in their efforts to provide eye care to communities impacted by COVID-19. [Learn more!](#)



There has been a lot of misinformation in the media about contact lens wear during the pandemic. Articles have stated that glasses should be worn instead of contact lenses which is not true. **We know the benefits of contact lenses** – great vision and comfort, freedom from glasses, excellent peripheral vision and enhanced self-esteem*. Another benefit of contact lenses compared to glasses is that they do not fog up.



Dr. Melissa Barnett

Lens Fact and Fiction, June 18th

*All scores derived from subject responses on the Self-Perception Profile for Children Scale. Walline et al. 2009. Randomized Trial of the Effect of Contact Lens Wear on Self-Perception in Children. Optom. Vis. Sci. 86(3): 222-232.

Johnson & Johnson VISION