

English Master Text	ALTERNATE LANGUAGE
Headline	
ACUVUE® OASYS 1-Day for ASTIGMATISM, 30/90 pack	
Image	
	Alt tag: Primary image - no copy Out-of-pack shot – no copy Rx Side image – no copy
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<p>†Helps protect against transmission of harmful UV radiation to the cornea and into the eye.</p> <p>*WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV- absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.</p>	
Subhead	
BLINK STABILIZED® Design	
Copy	
<ul style="list-style-type: none"> ACUVUE® OASYS 1-Day for ASTIGMATISM features BLINK STABILIZED® Design. ACUVUE Brand Contact Lenses for ASTIGMATISM are designed for clear, stable vision.¹ ACUVUE® Brand Contact Lenses for ASTIGMATISM with BLINK STABILIZED® Design harness the power of natural eyelid movements to help align and stabilize the lens, while traditional ballasted designs/peri- and prism-ballast designs may be affected by gravity to a greater degree¹. 	

<p>ACUVUE® makes lenses unbeaten in comfort^{^^} so you can feel comfortable in ACUVUE® OASYS 1-Day for ASTIGMATISM.</p>	
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<p>^^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 only^{2,3,4}.</p> <p>References:</p> <ol style="list-style-type: none"> 1. JJV Data on File 2020. ACUVUE® Brand Contact Lenses for ASTIGMATISM - Overall Fitting Success, Orientation Position, Rotational Stability, and Vision Performance. 2. 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 (February 25, 2021). 3. 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 (November 23, 2020). 4. JJV Data on File 2020. Unbeaten Comfort of 1-DAY ACUVUE® MOIST Family Brand Contact Lenses (December 21, 2020). 	
<p>Headline</p>	
<p>Take Comfort in ACUVUE®</p>	
<p>Copy</p>	
<ul style="list-style-type: none"> • The ACUVUE® OASYS Family of Contact Lenses provides exceptional comfort while using digital devices⁵ • ACUVUE® OASYS 1-Day Brand Contact Lenses for ASTIGMATISM have an average overall fit success rate of 99%⁶ 	

- ACUVUE® Brand Contact Lenses for ASTIGMATISM interact with both eyelids to stabilize quickly and maintain orientation¹
- ACUVUE® makes lenses unbeaten in comfort ^^
- ACUVUE® OASYS is the #1 selling brand of contact lenses in the world**
- Available in both 30 and 90 packs

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**Euromonitor International; Eyewear 2021 Edition; Value sales at RSP, all retails channels, 2019 data.

^^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 only^{2,3,4}.

References:

5. JIV Data on File 2020. ACUVUE® OASYS Family Digital Device Claims.
6. Straker B, Hamada W, Olivares GE, et al. Fitting performance and efficiency with a new silicone hydrogel daily disposable toric contact lens. Poster presented at: The Global Specialty Lens Symposium; January 26-29, 2017; Las Vegas, NV.

Headline	
Why ACUVUE®?	
Copy	
<p><u>BLINK STABILIZED® Design</u></p> <ul style="list-style-type: none"> ACUVUE® Brand Contact Lenses for ASTIGMATISM interact with both eyelids to stabilize quickly and maintain orientation¹ <p><u>HydraLuxe® Technology</u></p> <ul style="list-style-type: none"> HydraLuxe® Technology is a tear-infused design with an enhanced network of tear-like molecules and highly breathable hydrated silicone that integrates with the patient’s own tear film each day⁷ <p><u>UV Protection</u></p> <ul style="list-style-type: none"> ACUVUE® Brand Contact Lenses are the only major brand which block more than 97% UVB and 82% UVA rays as standard ^{†,8} <p><u>INVISIBLE EDGE™ Design</u></p> <ul style="list-style-type: none"> ACUVUE® Brand Contact Lenses have an Invisible Edge® design so your eyelids glide over them as if nothing is there⁸ 	
Legal [for above copy]	
<p>[†]Helps protect against transmission of harmful UV radiation to the cornea and into the eye.</p> <p>[‡]WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV- absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.</p>	

<p>7. JJV Data on File 2021. HydraLuxe® Technology Definition</p> <p>8. JJV Data on File 2018. ACUVUE® Master Brand Claims on Clinical Performance and Overall Material Properties.</p>	
<p>Headline</p>	
<p>Get Back to Doing What You Love</p>	
<p>Copy</p>	
<p><u>Digital Screens</u></p> <p>Staring at screens all day can cause less blinking and create dry eye and discomfort. 89% of people agreed ACUVUE® OASYS 1-Day for ASTIGMATISM were comfortable while using digital devices^{¥¥,9}</p> <p><u>Active Lifestyle</u></p> <p>You'll enjoy clear, consistent, stable vision all day long—whether you're relaxing on the couch or playing sports—with the BLINK STABILIZED® Design you'll enjoy consistent results¹</p>	
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<p>^{¥¥} JJV Data on File 2017. In market assessment with a select group of existing US ACUVUE® prescribers (n=95) fitting ACUVUE® OASYS 1-Day for ASTIGMATISM to 1072 new and existing soft CL wearers; 341 wearers completed post-assessment survey.</p> <p><u>References:</u></p> <p>9. JJV Data on File 2017. Patient experience with ACUVUE® OASYS 1-Day for ASTIGMATISM during an In-Market Assessment conducted in the USA</p>	

Headline	
BLINK STABILIZED® Design vs Prism/Peri Ballast Design	
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<p>It can be challenging finding the right contact lens for you. With so many external variables that go into making a final decision, patients can feel comfortable that ACUVUE® OASYS 1-Day for ASTIGMATISM is the right choice. They incorporate four stabilization zones that work naturally with the eyelids, harnessing the power of the blink to help keep the lens in the correct position even in the toughest environments unlike traditional gravity dependent contact lenses¹. So you can feel comfortable knowing your vision stability will not be hindered³.</p>	
Headline	
Right Lens Guide	
Copy	
<ul style="list-style-type: none"> • Name ACUVUE® OASYS 1-Day for ASTIGMATISM • What's It For? Excellent performance across multiple activities and demanding environments¹⁰ • Exclusive Technology HydraLuxe® • UV Blocking^{†‡} 96.1% UV-A/99%UV-B¹¹ • Available for Astigmatism ✓ • Pack Size 30 and 90 Packs • Replacement Schedule Daily • Alt text (Copy to be used to tag imagery for SEO) • ACUVUE® OASYS 1-Day for ASTIGMATISM Contact Lenses • Name 1-DAY ACUVUE® MOIST for ASTIGMATISM • Why ACUVUE®? Excellent safety profile for eyes with Astigmatism^{12,^^}. However, serious adverse events have been reported at very low rates outside of this study. • Exclusive Technology LACREON® • UV Blocking^{†‡} 82% UV-A/97%UV-B¹³ • Available for Astigmatism ✓ • Available for Multifocal ✓ • Pack Size 30 and 90 Packs • Replacement Schedule Daily • Alt text (Copy to be used to tag imagery for SEO) • 1-DAY ACUVUE® MOIST for ASTIGMATISM Contact Lenses 	<div style="text-align: center;">    </div>

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^{^^}This observational/surveillance registry relied on patient reports of symptomatic adverse events that led them to seek clinical care. These results should be considered in conjunction with other clinical results on the safety and efficacy of daily disposable etafilcon A contact lenses, which also generally show low rates of such events. Although no symptomatic infiltrative events were reported in this study, such events can and have occurred with daily disposable lenses, including 1-DAY ACUVUE® MOIST, as noted in the product labeling

References:

10. JJV Data on file 2015; 1-week dispensing evaluation, DW study, n=119 soft CL wearers in the U.S.
11. JJV Data on File 2018. Material Properties: ACUVUE® OASYS Brand Contact Lenses with HYDRACLEAR® Plus, ACUVUE® OASYS with Transitions™ Light Intelligent Technology™, and other reusable contact lenses
12. JJV Data on File 2020. 1-DAY ACUVUE® MOIST Claims from the TEMPO Observational Registry
13. JJV Data on File 2020. Material Properties: 1-DAY ACUVUE® MOIST, 1-DAY ACUVUE® TruEye® and ACUVUE® OASYS 1-Day with HydraLuxe® Technology Brand Contact Lenses and Other Daily Disposable Contact Lens Brands.

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<p>Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness, or other eye problems. If one of these conditions occurs, remove the lens, and contact your eye doctor immediately. For more information on proper wear, care, and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call 1-800-843-2020 or visit ACUVUE.com.</p> <p>©Johnson & Johnson Vision Care, Inc. 2021 PP2021MLT4605 </p>	