

Take Comfort in ACUVUE®: Unbeaten Comfort*

Providing a great contact lens wearing experience is imperative for both patients and optometry practices. A large part of providing a great wearing experience hinges on recommending a contact lens that can perform in various environments while providing exceptional comfort, which is often a critical component in patient satisfaction and facilitating healthy lens wear.

Doctors understand the science behind lenses and prescribe with a purpose, choosing the best lens for patients based upon ocular physiology, clinical findings, and need. However, unless eye care professionals (ECPs) communicate the reasons and the “why” behind their specific lens recommendation, it can be difficult for patients to understand that their ECP is providing them with a true service rather than just an outlet to purchase a commodity.

If patients appreciate the knowledge and skill that goes into the decision-making process of prescribing contact lenses, it can enhance their appreciation for what their ECP provides them, and positively impact healthy lens wear compliance.

When it comes to helping patients understand contact lens prescribing and lens selection, and how that impacts comfort (a tangible and critical element that patients understand), ECPs should be prepared to discuss the building blocks of contact lens comfort with patients.

The building blocks of contact lens comfort

There are four key elements of contact lenses that can be considered when it comes to comfort.

1. Coefficient of friction
2. Modulus
3. Wettability
4. Edge Design



Coefficient of Friction

Coefficient of friction (CoF) is related to the lubricity of the lens and an important property correlated to lens comfort. A lower coefficient of friction is correlated with improved comfort^{1,2} and helps give a lens that gliding smooth feeling on the surface of the eye. Lenses that maintain a robust and consistent post-lens tear film are typically more comfortable. CoF is dynamic, and

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can change throughout the day. Some lenses have a low CoF which can increase throughout the day. Alternatively, there are lenses that maintain a low CoF all day long.

A patient who complains of late-day lens awareness or contact lens dryness may be wearing a lens with either a high CoF or a lens with an inconsistent CoF. In this case, ECPs should consider re-fitting this patient in a different lens with a low and stable CoF to avoid potential drop out.^{1,2}

How to explain CoF to your patients:

You might explain CoF to a patient by using the analogy of a Zamboni that cleans and conditions ice between periods in a hockey game. Laying down a layer of water helps smooth the ice; smoother ice allows for better skating and gliding of the puck. In an ideal hockey match, ice would maintain that liquid layer on its surface all game long to allow for ideal skating and puck movement.

Edge Design

Edge design plays a significant role in the interaction of the eyelids with the contact lens. Lenses that better contour with the eye can help minimize lens awareness upon blinking. This is typically achieved by minimizing the lens edge to allow the eyelids to glide over the lens when blinking. A consistently thin edge contour helps minimize lens to lid interaction.⁶

Lens edge should closely mimic eye shape. ACUVUE® INFINITY EDGE® contours to the eye and subsequently helps to minimize lens awareness when blinking.^{1,6} It is important to know that edge design and modulus interact. A low modulus and tapered, invisible edge could provide an ideal “eye like” contour.⁶

Complaints related to sensation of lens upon blinking could be an indication that there is interaction of the lids with the lens and that lens edge might be something worth investigating.

How to explain edge design to your patients:

When it comes to explaining edge design to patients, you can simply use the analogy of a curb on a sidewalk. If you are riding a bike and come to an intersection, it is far easier to continue your ride up a ramp rather than an abrupt high curb which would cause for a rather bumpy ride!

Wettability

Wettability plays not only a role in contact lens comfort, but optical quality as well. A lens that is more wettable can contribute to a more stable tear layer. Wettability is determined by contact angle, with a smaller contact angle leading to greater wettability.⁷ Tears are composed of both hydrophilic and hydrophobic elements, and as a result, the material in which a lens is composed of must be able to maintain its wettability in the presence of both of these elements. High molecular weight Polyvinylpyrrolidone (PVP) found only in the ACUVUE® portfolio of lenses^{8,9} is an example of a unique agent that provides a long-lasting cushion of moisture which helps maintain a stable tear film.^{8,9,10}

The PVP technology in ACUVUE® contact lenses are like mucins, and is "amphiphilic," meaning it has both hydrophilic (water-loving) and lipophilic (lipid-loving) structures and properties¹¹. These are critical elements that help these lenses maintain a consistently low CoF.

Modulus

Modulus is the measure of lens stiffness. Lenses that have a higher modulus can typically resist deformity when put under pressure, and are subsequently also easier to handle; however, can lead to mechanically induced complications and resistance to the lid and cornea.

How to explain lens modulus to your patients:

You could explain modulus to a patient by using the analogy of shopping for a mattress. When you are shopping for a mattress, you need to choose how firm you want the mattress to be. Soft mattresses may be comfortable at first, but offer little support. Firm mattresses offer great support, but sometimes aren't as comfortable. The key is finding a mattress that is firm enough to provide you that support, but soft enough for you to feel comfortable.

Making a recommendation to your patients using the four pillars:

When putting the four pillars together to make a lens recommendation, here is a script that you can use as an example to provide patients insight into why you are choosing a specific lens, and helping them understand the science and clinical insight in the decision making process, but in a way they understand:

"Ms. Jones, I am prescribing you this specific contact lens because it is made of a material that will be easy for you to handle while allowing oxygen into your eye, has a nice thin edge so you won't feel it when you are blinking throughout the day, and uses a specific technology that will allow it to retain its moisture so you are comfortable all day long. I think this lens will provide you with the best comfort and experience because it mimics the shape and design of your eye as closely as possible."

Choosing a lens that will provide unbeaten comfort*

Discomfort is the leading cause of contact lens drop out,¹² and utilizing lenses that provide the most comfortable wearing experience is imperative. Quality lenses are intentionally designed with comfort in mind from the very beginning, and that design process focuses on what properties lead to a comfortable contact lens. It is the combination and balance of these properties that enable unbeaten comfort.*

Why ACUVUE® makes lenses unbeaten in comfort*

ACUVUE® has a legacy of making lenses unbeaten in comfort.* When it comes to the ACUVUE® portfolio of products, there's a lens for every modality giving patients and eye care professionals a fantastic lens option for every wearer and wearing need.

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In the daily disposable category, ACUVUE® OASYS 1-Day with HydraLuxe® Technology offers superior comfort, vision and handling, and was preferred overall by 2 to 1 over Dailies Total 1® among wearers with preference[◊] and is unbeaten in comfort in four studies.[‡]

The 1-DAY ACUVUE® MOIST Brand is the number one selling daily disposable contact lens in the world** with an excellent safety profile.^{§†} This lens technology is built on innovation that keeps moisture in and irritation out, which can be beneficial for eyes with sensitivities¹³ and is unbeaten in comfort in 13 studies.[¥]

When it comes to reusable lenses, ACUVUE® OASYS with HYDRACLEAR® PLUS Technology has never been beaten in comfort in 24 studies.[±] HYDRACLEAR® PLUS Technology embeds a wetting agent (PVP) that mimics mucins to help maintain a stable tear film to provide exceptional comfort.⁹

For monthly lens wearers, ACUVUE® VITA® (spherical only) was designed to provide comfort that lasts all month long. This lens contains properties that provide reliable, superior comfort all month long when compared to other leading monthly lenses,¹⁴ that make it a fantastic lens for current and/or new monthly wearers, and the lens is unbeaten in comfort in three studies.[∇]

How to ask your patients about ACUVUE® Contact Lens options

When discussing these options with your patients, keep in mind their needs, preferences, and lifestyles. Remember that your patient is the expert on their own life: ask them questions and trust their answers (even as you verify in follow-up). These questions can be a great starting point for discussing lens options:

1. How long do you plan to wear your contact lenses each day?
2. What has kept you from wearing your lenses regularly in the past?
3. What kind of activities do you do in contact lenses?

[◊]JJV Data on File 2016. Statistical superiority on Comfort, Vision, and Handling composite scores achieved using the Contact Lens User Experience (CLUE) questionnaire, a validated patient-reported outcomes (PRO) tool. In two randomized, single (patient) masked, crossover clinical studies (2015, n=119 (Vision & Handling) and 2016, n=276 (Comfort)) patients were randomly assigned ACUVUE® OASYS 1-Day with HydraLuxe® Technology or Dailies Total 1® the first week and switched to wearing the other lens the second week. Lenses were worn as daily disposable on both eyes.

[‡]www.clinicaltrials.gov is a website maintained by the NIH. The 4 clinical studies evaluated subjective comfort as a primary or secondary endpoint for ACUVUE® OASYS 1-Day Brand contact lenses with HydraLuxe® Technology. Review conducted as of March 5, 2020.

^{**}Euromonitor International Limited; based on research conducted in August 2019; "world" and "globally" represent markets accounting for 80.8% of total daily disposable contact lenses in 2018 (retail sales). Claim effective starting August 10, 2019.

[§]www.clinicaltrials.gov is a website maintained by the NIH. Based on the review date of September 12, 2019 of all completed soft contact lens studies with results posted. 1-DAY ACUVUE® MOIST is the only lens with zero serious adverse events in a 1-year study. Review conducted as of September 12, 2019.

[†]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 occur with daily disposable lenses, including 1-DAY ACUVUE® MOIST, as noted in the product labeling.

[¥]www.clinicaltrials.gov is a website maintained by the NIH. The 13 clinical studies evaluated subjective comfort as a primary or secondary endpoint for 1-DAY ACUVUE® MOIST Brand Family (spherical, astigmatism and multifocal) contact lenses with LACREON® technology. Category is defined hydrogel daily disposable contact lenses. Review conducted as of June 24, 2020

[±]www.clinicaltrials.gov is a website maintained by the NIH. The 24 clinical studies evaluated subjective comfort as a primary or secondary endpoint for ACUVUE® OASYS Brand 2-weekly and ACUVUE® OASYS with Transitions™ Light Intelligent Technology™. Review conducted as of March 5, 2020.

[∇]www.clinicaltrials.gov is a website maintained by the NIH. The 3 clinical studies evaluated subjective comfort as a primary or secondary endpoint for ACUVUE® VITA® Brand Contact Lenses. Review conducted as of March 27, 2020

These questions will help you identify the appropriate lens options to offer your patients, and how to tailor your explanations to what they're looking for in a lens.

Once you have this information, making the right recommendation is easy! If you are considering the ACUVUE® OASYS for your reusable wearers, you can talk to patients about the technology behind the lens in a way the patient will understand. You don't necessarily need to talk about PVP, but explaining to the patient that the lens has a wetting agent embedded within it to help support a stable tear film and wettability to provide them with great comfort and vision is language that resonates with patients and can help them understand your lens selection.

If prescribing a daily disposable like the ACUVUE® OASYS 1-Day, you can take a similar approach to explaining the science behind these lenses for your patient's benefit. Doing so will help your patient understand that not only are you carefully selecting a lens based on their needs, but also that there are multiple lens options available should those needs change.

How does comfort enable hygiene?

During a time when hygiene is more important than ever before, eye care professionals (ECPs) must be prescribing the absolute best in comfort, eye health, and lifestyle when making contact lens recommendations.

When thinking about comfort and its relation to hygiene, one can consider two important aspects:

1. Modality
2. Patient Modifiable Factors



COMFORT MATTERS

Discomfort can lead to unhygienic compensating behaviors



FRESHER IS BETTER

More frequent lens replacement helps to minimize contaminants

As we know, modality can play a critical factor in hygiene and consequently comfort. The longer a lens is used, the greater the potential to attract deposits from the ocular surface and environment that it is exposed to. We know that daily disposable lenses are widely regarded as the best option when it comes to comfort and providing a safe lens wearing experience due to decreased risk of infection and contact lens solution toxicity.¹⁵ Replacing a lens daily, ensures there is a fresh lens on the ocular surface at the beginning of every day.

Studies support that there are lower adverse event profiles and better safety outcomes in daily disposable lenses, like that found in the TEMPO study which found zero serious adverse events

in 1-DAY ACUVUE® MOIST.^{§†16}

It is critical to consider behaviors that can lead to an unsafe and uncomfortable experience like topping off solutions, and poor lens hygiene.

Uncomfortable lenses can lead to compensatory behaviors which can lead to increased lens handling, eye rubbing, self-inoculation, and therefore, a less hygienic wearing experience. A more comfortable contact lens may result in fewer compensating behaviors like touching your eyes. During the current pandemic, lens hygiene is extremely critical and will continue to be at the forefront even post COVID-19.

Data suggests that 89% of patients surveyed report rubbing their eyes, touching or manipulating their lenses or using eye drops when a lens is uncomfortable[^].



Uncomfortable contacts may lead to compromised hygiene.

How to promote hygiene and compliance in your practice

A patient's wearing experience will ultimately come down to the lens you prescribe and their behaviors, both of which you as the ECP can influence. Prescribing lenses that provide unbeaten comfort* can enable hygiene.

Starting a patient in daily disposable lenses is a great way to ensure the most comfortable, hygienic wearing experience from the start. If reusable lenses are needed; think about those two-week modality lenses for shorter wear time versus their monthly counterparts, and educate patients and urge them to adhere to hygienic habits that will provide them with safe and comfortable wear.

[§]www.clinicaltrials.gov is a website maintained by the NIH. Based on the review date of September 12, 2019 of all completed soft contact lens studies with results posted. 1-DAY ACUVUE® MOIST is the only lens with zero serious adverse events in a 1-year study. Review conducted as of September 12, 2019.

[†]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 occur with daily disposable lenses, including 1-DAY ACUVUE® MOIST, as noted in the product labeling.

[^]JJV Data on File 2020. Survey of 1564 Contact Lens patients in the US

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Patients trust that you are recommending the best option on the market to ensure long-term compliance, health, vision, and comfort. When you build trust with your patient and within the brand you recommend, this can build and apply to everything from contact lenses and glasses, to procedures you perform or recommend in the exam lane.

When it comes to prescribing, it is important to remember that economic factors will always impact patient choices, but that does not mean you cannot always prescribe or recommend what you believe is the best lens options, not just the most cost effective.

Making a recommendation to your patients by discussing how comfort enables hygiene

When it comes to talking to patients about comfort and hygiene, a simple approach you can take is discussing the relationship between the two. Here's a simple script that you can use:

“Ms. Jones, I am prescribing you this lens because I believe it will offer you long lasting comfort day in and day out. Having the most comfortable lens is so important, not just because you will feel and see better throughout the day, but because it may help keep you from touching your eyes, which can be dangerous when it comes to introducing bacteria to your eyes or contaminating your contact lenses. It's more important now than ever before that you wear your lenses in a way that is clean and hygienic.”

What tools and resources you can use

Johnson & Johnson Vision (JJV) has created several practice solutions to help patients with financial access to ACUVUE® lenses, while adhering to the proper lens hygiene and wear modality schedule.

Programs like ACUVUE® Rewards¹ makes unbeaten comfort* within reach for patients so they do not need to compromise comfort and hygiene for cost. This is the best rewards program ACUVUE® has ever offered, making unbeaten comfort* more accessible for your patients with up to \$300 off an annual supply, added 3-month and 6-month supply reward values, and a flexible rewards feature, which allows patients to earn rewards with subsequent purchases. Larger rewards makes it easier to compete and retain sales in your office.



¹By mail in rebate when you purchase an annual supply of ACUVUE® 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.

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Other programs function as an extension of your practice by promoting safe, hygienic and successful contact lens use with free, virtual training to ensure that patients are nurtured both inside and outside your office.

For instance, [ACUVUE® LensAssist](#) provides on-demand training videos for first-time contact lens wearers, as well as infographics and FAQ pages for patients concerned about hygienic lens wear. Additionally, the program also provides live chat and phone consultations for patients five days a week.

These programs will not only help your patients afford the lenses you prescribe, but also offer them resources for safe and hygienic use. When prescribing, make sure to inform your patients about these programs and the educational materials and resources available.

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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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