



Understanding their lifestyles and eye physiology
will help you fit the right contact lens from the start

ACUVUE[®]
BRAND CONTACT LENSES



All patients want clear vision and comfort.
But their needs can vary due to differing lifestyles and eye physiology.



EXTENSIVE RESEARCH

- 7 countries
- Over 14,000 lens wearers and considerers
- 4 primary patient needs identified

ACUVUE® brand portfolio with EYE-INSPIRED™ design meets different patients' needs

Eyes with Sensitivities

Patients who feel their eyes are prone to sensitivity, irritation, or allergies and want to be able to comfortably enjoy everyday activities.¹⁻⁵

Eye Enhancement

Patients who want to enhance their eye appearance in a natural-looking way without compromising comfort or health.⁶



Challenging Environments

Patients who have a lot to accomplish every day in environments or activities, such as digital screens that challenge their eyes, compromising the tear film.^{7,8}

Maximised Wear

Patients who want assurance that they can get the most out of their lenses, with minimal lens awareness—whether for long days of wear or throughout the month.^{9,10}

1. JJVCC data on file 2005 and 2007. 2. JJVCC data on file 2009. Post-hoc analysis October 2009. Among adults aged 25-34 (n=71) P<0.05. With 1-DAY ACUVUE® MOIST, 1% of patients experience frequent eye irritation, 14% of wearers occasionally experience eye irritation while 83% seldom or never experienced eye irritation. 3. JJVCC data on file 2014, data generated in collaboration with the Centre for Contact Lens Research (CCLR) in Waterloo, Canada. Based on in vitro data; clinical studies have not been done directly linking differences in lysozyme profile with specific clinical benefits. 4. JJVCC data on file 2011. 5. JJVCC data on file 2013. 6. Mayers M et al. Defining eye enhancement: Part 2 – the technology. Optician (2014) 248; 6481: 17-24. 7. JJVCC data on file 2014. 8. JJVCC data on file 2014, October 2014 review of clinicaltrials.gov website. Of 40 clinical studies funded by 4 main CL manufacturers. 9. Morgan PB et al. Ocular physiology and comfort in neophyte subjects fitted with daily disposable silicone hydrogel contact lenses. Cont Lens Anterior Eye. 2013;36(3):118-125. Study conducted over 365 days. 10. JJVCC data on file 2016; 30-day dispensing evaluation, monthly replacement DW study, n=533 SiH CL wearers in US.