

## REMEMBER THAT NEW CONTACT LENS PATIENTS MAY NEED ADDITIONAL SUPPORT

- Explain to them the benefits of daily disposable contact lenses
- Encourage your patients to download the LENS PAL® app for tips and tricks for the first 30 days of lens wear (Download the free app now on the App Store or Google Play, or visit [www.en.acuvuearabia.com/lenpal](http://www.en.acuvuearabia.com/lenpal))

### BEST PRACTICES AND TIPS

Three key moments to look for:

1. The revelation: when patients see how beautiful their eyes look
  - Provide a good mirror and natural light if possible
2. Positive feedback: from friends, family, social media. This can begin with you and your staff
  - Encourage patients to share photos of themselves to help their decision making process
  - Try out the lenses in different situations to see how the lens looks (e.g. in natural daylight, on a night out, in the office – and ask their friends and family)
3. Leveraging the excitement before the lens is removed
  - Agree on the patients' commitment while they still have the trial lenses on eyes

### HOW TO CREATE A HAPPY PATIENT

Suggest 1-DAY ACUVUE® DEFINE® to your next 10 appropriate customers.

Happy patients are loyal and refer others – on average, happy ACUVUE® wearers tell 6 people about their practitioner<sup>5</sup>



All ACUVUE® Brand Contact Lenses have Class 1 or Class 2 UV blocking to help provide protection against transmission of harmful UV radiation to the cornea and into the eye. 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.

1. 2015 Quantitative Define Concept study that was done by Millward Brown with 350 Kuwait females. 2. Incidence Study Middle East - consumer online survey on economically viable population in the UEA and KSA, 2013, provided by independent research agency. 3. JJVC Data on file 2015. Based on multiple sources including 3rd party industry reports, quarterly competitor results and analyst briefings. 4. JJVC Data on file 2012. Randomized, cross-over, bilateral, 4-visit dispensing study, n=252. Claims are valid for both at fitting/ dispensing visit as well as after 1-week of daily disposable wear. Based on fitting data, fit acceptance use of same material and base curve/ diameter/ centre thickness among cosmetic lens acceptors. 5. JJVC Data on file 2012. Independent market research survey via online questionnaire in the US with current contact lenses wearers aged 18-39, n=444. On average, ACUVUE® patients have told 6.5 people about their Eye Care Professional.

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BOTH DESIGNS CAN WORK FOR ANY PATIENT

# HOW

to introduce  
1-DAY ACUVUE® DEFINE®  
Brand Contact Lenses  
with LACREON®

WITHOUT

WITH

Natalia is wearing NATURAL SHINE™



BOTH DESIGNS CAN WORK FOR ANY PATIENT

# IDENTIFY POTENTIAL CUSTOMERS

Women in the Middle East like to visibly enhance their natural beauty and yet still appear natural.

- Frequent cosmetic usage: 50% of consumers use cosmetics everyday and 72% of consumers spend less than 10min everyday applying make up<sup>1</sup>.
- 43% of consumers seek significant improvements and 24% want a natural look<sup>1</sup>.

1-DAY ACUVUE® DEFINE® enhances the natural beauty of patients' eyes.

These are the biggest opportunities:

1. New contact lens wearers (4.2 Million contact lens considerers in the Middle East)<sup>2</sup>.
2. Current contact lens wearers (1.7 Million prescription contact lens wearers)<sup>2</sup>.

Remember to offer current ACCENT STYLE wearers the opportunity to try both NATURAL SHINE™ and VIVID STYLE.

**KEY QUESTIONS AND PHRASES TO HELP BEGIN A CONVERSATION ABOUT LENSES THAT ENHANCE THE NATURAL APPEARANCE OF THE EYES**

*Would you be interested in trying a new contact lens that adds definition and brightness to your eye in a natural - looking way?*

*It's a new natural eye enhancement lens made by the world leader<sup>3</sup> in contact lenses- ACUVUE®. It's called 1-DAY ACUVUE® DEFINE®.*

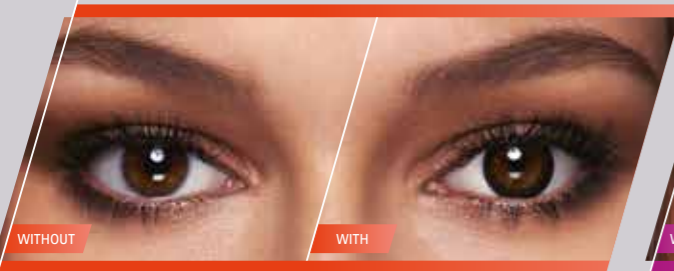
*It can really make a difference to the way your eyes look.*

# FITTING PROCESS

There are two different iris-inspired designs of 1-DAY ACUVUE® DEFINE® for your patients. Both give a different on-eye impact, and therefore are both great to offer your patients. The patients choice of variant is very individual, hence offer them a trial of both variants.

**LET YOUR PATIENTS SEE THE DIFFERENCE ON EYE**

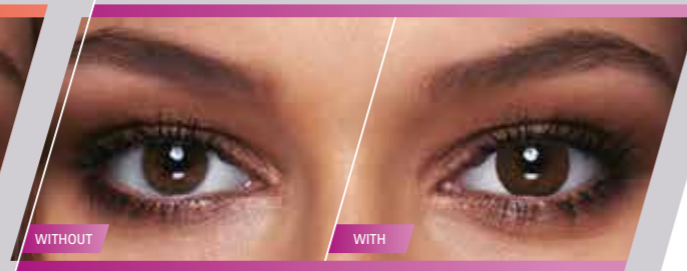
**ENLARGE AND CONTRAST YOUR EYES WITH STRIKING 1-DAY ACUVUE® DEFINE® NATURAL SHINE™**



EYE ENHANCEMENT



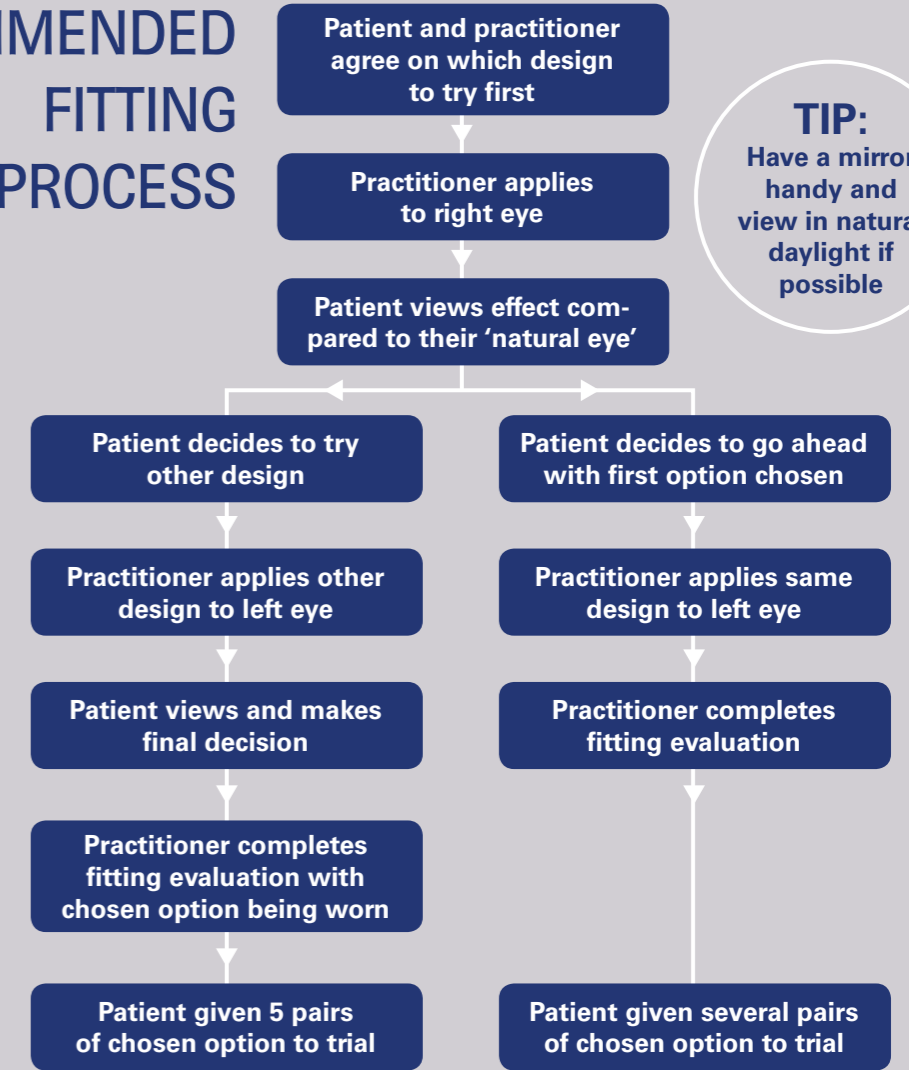
**ENLARGE AND HIGHLIGHT YOUR EYES WITH 1-DAY ACUVUE® DEFINE® VIVID STYLE**



EYE ENHANCEMENT



# RECOMMENDED FITTING PROCESS



**TIP:**  
Have a mirror handy and view in natural daylight if possible

# CLINICAL PERFORMANCE OF 1-DAY ACUVUE® DEFINE®

- High fit acceptance with 1-DAY ACUVUE® DEFINE® and it closely matches fit performance of 1-DAY ACUVUE® MOIST<sup>4</sup>
- Smooth and easy fitting of 1-DAY ACUVUE® MOIST patients with 1-DAY ACUVUE® DEFINE®<sup>4</sup>
- Similar performance to 1-DAY ACUVUE® MOIST for visual acuity\*, fit, ocular physiology and subjective comfort & handling aspects after 1 week of wear<sup>4</sup>

\*Some patients may notice a small difference in subjective vision performance compared to 1-DAY ACUVUE® MOIST