REDEFINE EXPECTATIONS
Differentiate your practice with an innovative, eye-enhancing contact lens.

INSIDE
- Learn about the development of this new lens, which was more than 10 years in the making.
- Four practitioners tell you how they’re growing their practice with this new lens.

Sponsored by Johnson & Johnson Vision Care Companies
Johnson & Johnson Vision Care Companies have created a contact lens that many U.S. practitioners didn’t know to expect. The company recently introduced a daily disposable lens that helps support ocular health and provides excellent vision and comfort while also enhancing the natural beauty of the eye without changing its color.

This feat wasn’t accomplished overnight. It required years of research — both in the lab and out among consumers — and inspiration from Asia. The result: the 1-DAY ACUVUE® DEFINE™ lens. In this article, members of the R&D team responsible for this new technology discuss how it was developed and what makes it different from color contact lenses.

**Insights From Asia**

The first generation of 1-DAY ACUVUE® DEFINE™ lenses resulted from insights from JJVCC’s partners in Korea, who alerted the company to a popular new contact lens — a “circle” lens imprinted with a prominent limbal ring to make the eyes look bigger — which was being produced locally.

“Women were falling in love with what this lens was doing for their eyes,” says Lenora Copper, Director of R&D Global Beauty Platform. “Our Korean partners identified the opportunity and the unmet need, and we designed it in a daily disposable lens to further delight patients.” These conversations led to the development of the first 1-DAY ACUVUE® DEFINE™ lenses, an entirely new product line, which was launched in Asia in 2004 and now includes three distinct effects for the Asian market.

Based on the success of DEFINE™ lenses in Asia, JJVCC began to explore other opportunities in the beauty category. “Over the last 5 years, we gathered insights from western consumers to understand what they like about their eyes and what they would like to enhance,” Ms. Copper says. “We learned the majority of women would like to enhance their eyes naturally without changing their color.” With this understanding, JJVCC’s designers, engineers and research optometrists went to work to create a lens to meet those needs.

**Design Elements**

The new designs started with the basic circle lens concept: a dark limbal ring to enlarge and define the iris border and emphasize the white of the sclera. That was only the beginning, however, as the design team worked to replicate the subtle patterns of the natural irises in non-Asian eyes and incorporate them — actually enclose them — into a contact lens with the high quality standards of ACUVUE®.

“As our consumers became more sophisticated, our patterns needed to become more sophisticated, as well,” says Senior Product Designer Angie Bowers. “Our philosophy has been shaped from a combination of design and art principles. We use color and contrast, definition and a clean edge, and iris-inspired patterns.”

For example, Ms. Bowers notes, defining the edge of the limbus with a dark color creates the illusion of a brighter, whiter sclera. What’s more, researchers have found that people who have dark limbal rings are considered more attractive than people with no limbal rings.1 They also noted that limbal ring thickness decreases with age and could serve as a signal of youth. “The DEFINE™ lens is really about that insight and creating a young, healthy, bright look,” Ms. Bowers says.

When developing patterns for the DEFINE™ lens, the design team needed to be mindful of the countless pattern variations present in the iris, as well as an somewhat intangible emotional component — how people feel about their eyes. “The natural iris is beautiful,” Ms. Bowers says, “and everyone’s iris is unique. Women treasure that about their irises; it’s what makes them individuals. So we wanted to highlight the wonderful shapes and geometries of the iris without masking its natural beauty.”

As a result of this intensive research, JJVCC recently introduced three designs to the U.S. market: NATURAL SPARKLE™, NATURAL SHIMMER™ and NATURAL SHINE™. “It’s really not about eye color,” Ms. Bowers emphasizes. “The different levels of translucency and negative space of the three designs allow the iris to show through to varying degrees, so that each design performs differently on individual eyes. A wearer’s preference and desire for impact will dictate which lens someone prefers.”

These unique, eye-enhancing patterns are entirely enclosed in the 1-DAY ACUVUE® DEFINE™ lens, so the pigment doesn’t come in contact with the eyelid or cornea. No other U.S. lens manufacturer has done this.

**Engineered for Comfort**

The 1-DAY ACUVUE® DEFINE™ lens is based on the 1-DAY ACUVUE® MOIST lens with LACREON® Technology, and despite having pigments enclosed in the etafilcon A
material, the DEFINE™ lens has the same key characteristics as the MOIST lens, including water content, center thickness, oxygen permeability and UV protection.

“Our lens manufacturing process enables us to completely enclose the pigment within the lens material, while keeping the same lens profile,” says Principal Engineer Jaclyn Hernandez. “In vitro examination using a scanning electron microscope shows the depth of the pigment, and an atomic force microscope shows that the surface of the DEFINE™ lens is unchanged in the pigmented area compared with the nonpigmented area. This finding is in contrast to cosmetic lenses that have the pigment printed on the surface, which can affect surface roughness and comfort.”

Also contributing to a comfortable lens-wearing experience is the use of JJVCC’s proprietary LACREON® technology, which permanently embeds a moisture-rich wetting agent within the lens, creating a highly lubricious surface.

**Clinical Performance**

Principal research optometrist Meredith Jansen, OD, MS, FAAO, knows how important proven performance is to eyecare practitioners. “When JJVCC added the cosmetic benefit to the 1-DAY ACUVUE® MOIST lens, we wanted to make sure the resulting lens fulfilled all of the core values of ACUVUE® Brand lenses that doctors know and trust: that it was still safe for the eye, that it was still comfortable, and that it still provided crisp vision,” Dr. Jansen says. “We found the DEFINE™ lens behaves similar to the clear MOIST lens. Almost every way we can measure it, we found it’s no different on the eye.”

Researchers found the pigments enclosed within the 1-DAY ACUVUE® DEFINE™ lens do not affect lens fit, corneal staining or visual acuity: “That’s really important for practitioners to know, because comfort and vision associated with most of the color contact lenses on the market are different,” Dr. Jansen says. “For example, if the pigment is too close to the optic zone, patients may see the print on the lens, especially in dark settings when the pupil is larger. In addition, the printing on the lens surface may degrade comfort.”

Oxygen permeability is a key contributor to healthy contact lens wear, and again the DEFINE™ lens performs similarly to the MOIST lens, with an average Dk/t of 25.5. “We wanted to make sure that having the pigment completely enclosed in the lens did not change the oxygen permeability in any way, and we found that it did not,” Dr. Jansen says. “The oxygen particles are small enough to diffuse around the pigment particles and enter the eye.”

Another important benefit that carries over from the MOIST platform is UV protection. “We’ve all learned the importance of wearing sunscreen on our skin, and we know our eyes may benefit from UV protection,” as well,” Dr. Jansen says. “All ACUVUE® products offer UV protection, and 1-DAY ACUVUE® DEFINE™ lenses offer Class 2 UV blocking, which blocks approximately 97% of UVB and 81% of UVA light. This is particularly relevant because many people know the importance of sun protection, and it’s an added benefit to anyone who is new to contact lenses to educate them on a comprehensive UV strategy (wide brim hat, UV-blocking sunglasses and contact lenses) in addition to vision correction.”

Although DEFINE™ and MOIST lenses are clinically equivalent, Dr. Jansen notes some patients may notice a slight subjective visual awareness when they begin to wear DEFINE™ lenses. “As with fitting any new contact lens, or even new eyeglasses, there’s an adaptation period for the wearer,” she says. “Although most patients don’t notice anything, we feel it’s important that practitioners educate patients that it may take a couple of days to adapt to the lens.”

**Aha! Is Just the Beginning**

Will these contact lenses become a daily beauty essential for your patients? Anecdotally, maybe. Some members of the JJVCC team put the DEFINE™ lens in that category, based on their own experiences. According to Dr. Jansen — again, anecdotally — patients are likely to experience three “moments” when they try 1-DAY ACUVUE® DEFINE™ lenses. The first is that Aha! moment in the practitioner’s office when the patient sees how awake and beautiful her eyes look. The second is when friends start telling her how great she looks, without really knowing why (New eye makeup? A different hairstyle?). The third “moment” is the sadness she feels when she removes her lenses and loses that effect.

“Having worked in the contact lens industry for 18 years, I’ve helped develop many great products,” Ms. Copper says. “The DEFINE™ lens is by far my favorite, because it’s so unique. It helps make eyes appear brighter and whiter.”

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**References**

Located in the Soho neighborhood of New York City, optometrist Michael Chernich’s practice at LensCrafters attracts a diverse and discerning population. “My patients are well-educated consumers,” he says. “They’re interested in the newest and best technology, but they’re not taken in by something just because it’s the latest trend. They want real value in the products they buy.”

In a contact lens, real value usually encompasses eye health, vision, comfort and convenience. “I tell my patients there’s no such thing as a best contact lens,” Dr. Chernich says. “There’s a best contact lens for each person, and we uncover what that lens is during the examination.”

Dr. Chernich recently started fitting the 1-DAY ACUVUE® DEFINE™ lens, which adds another feature — eye enhancement — to the value criteria.

“The DEFINE™ lens is designed to enhance the natural features of the eyes, and who knows more about the anatomy of the eye than an optometrist? We’re not providing a fashion opinion. We’re providing suggestions based on our clinical knowledge of the eye.”

Dr. Chernich notes the 1-DAY ACUVUE® DEFINE™ lens, although considered an eye enhancement lens, doesn’t diminish his role as an eye care professional. “I think some optometrists are uncomfortable being fashion consultants,” he says. “But the DEFINE™ lens is designed to enhance the natural features of the eyes, and who knows more about the anatomy of the eye than an optometrist? We’re not providing a fashion opinion. We’re providing suggestions based on our clinical knowledge of the eye.”

One downside to color contact lenses has been the time it takes patients to decide among color choices. “This isn’t an issue with the DEFINE™ lens,” Dr. Chernich says. “The three options, NATURAL SPARKLE®, NATURAL SHIMMER® and NATURAL SHINE®, aren’t colors but levels of enhancement. I recommend a design, based on the features of the patient’s eyes. What’s interesting about this lens is that it brings out the natural color of the eyes. A blue eye looks bluer, a brown eye appears a richer brown, but the eyes still look natural. When fitting Natural Sparkle on three different blue eyes, I’ve noticed the effect is different because the natural irises are different.”

Practice Growth Potential
To spark interest in DEFINE™ lenses, Dr. Chernich encourages his staff to wear them. “Often, patients ask me about the lenses my technician is wearing before I even begin the examination,” he says. In fact, Dr. Chernich himself wears DEFINE™ lenses and says that, even though practitioners may assume the lens is for women, he does have some male patients who wear them, too.

When patients try the DEFINE™ lens in Dr. Chernich’s office, he suggests they post pictures on Facebook or Instagram. “When they tell their friends they’re trying the new DEFINE™ lens at Dr. Chernich’s office at LensCrafters in Soho, they get immediate feedback, and I get immediate publicity. It’s a great way to co-brand the lens with my practice, and generate referrals.”

Dr. Chernich believes the DEFINE™ lens offers several practice growth opportunities. “By introducing patients to a new category of contact lens, I may be able to satisfy an unmet need while also positioning myself as a leader in the profession,” he says.

Dr. Chernich believes untapped potential exists among people who wear spectacles and even people who don’t need vision correction but may be interested in the youthful look created by the DEFINE™ lens.

Take Action
“The success of the DEFINE™ lens for any practitioner won’t be in the discussion, but in actually fitting the lens on a patient’s eyes,” Dr. Chernich says. “The moment people apply this lens, they typically see more youthful-looking eyes. It doesn’t change who they are. It just enhances how they look.”
A Proactive Practitioner

Experiencing 1-DAY ACUVUE® DEFINE™ lenses herself made this practitioner a believer.

Cindy Szeto, OD, is a partner in a thriving practice in San Francisco, where more than one-third of her contact lens patients — most of them young professionals from the surrounding financial district — wear daily disposable lenses. In almost 20 years of practice, she had limited patient interest in color contact lenses and was skeptical when she learned Johnson & Johnson Vision Care Companies planned to launch a new “beauty” lens. “I always felt cosmetic lenses were more for teens or college students who wanted to change their eye color,” she says. “I didn’t think they would appeal to my clientele.”

As Dr. Szeto learned more about 1-DAY ACUVUE® DEFINE™ lenses — specifically, that they’re designed to enhance an individual’s natural eye color rather than change it — she realized how different they are from color contact lenses. Once she placed them on her own eyes, she understood the impact they can have. Recently, she learned she has one of the leading practices in the country in sales of DEFINE™ lenses. She attributes this success to the fact that she proactively encourages patients to try them.

Prime Candidates

After seeing the effect of DEFINE™ lenses on her own eyes, Dr. Szeto realized she actually fits the profile of one of the prime candidates for this lens. “Those of us who put in long hours at work and have busy lives at home, particularly people who are over 40, often look tired because we are tired,” she says. “The DEFINE™ lens makes you look perkier and more alert. I’m an occasional contact lens wearer, and I make a point of wearing DEFINE™ lenses for an evening out or whenever I want to look more awake.”

Dr. Szeto suggests the 1-DAY ACUVUE® DEFINE™ lens to most of her contact lens patients, especially patients 40 and older and patients who already wear 1-DAY ACUVUE® MOIST lenses. “The DEFINE™ lens is based on the MOIST platform, so it’s an easy transition,” she says. “Patients already know they can wear the MOIST lens, and I’m confident that people who are comfortable in MOIST will be comfortable in DEFINE™.”

New Expectations

1-DAY ACUVUE® DEFINE™ lenses are the result of many years of research that started with insights from Korea, where “circle” lenses with prominent limbal rings were developed. “In Asia, everyone knows what circle lenses do and why you’d want to wear them,” Dr. Szeto says. “Here, we need to explain the new DEFINE™ lenses to patients, and this can be done quickly and easily.”

Dr. Szeto introduces the DEFINE™ lens as a fun new contact lens design and briefly describes what the lens does for the eye. “I tell patients this lens adds definition and texture to the colored part of the eye, which makes the eye look bigger and more open, and the limbal ring makes the white of the eye pop for a healthy, youthful look,” she says. “This quick and simple description helps set patients’ expectations, and then the lens fulfills them.”

Subtle Beauty

The effect of 1-DAY ACUVUE® DEFINE™ lenses is subtler than a color change, but people do notice it. Dr. Szeto learned this first-hand while participating in a health fair, where she chatted with attendees while wearing a DEFINE™ lens on one eye and no lens on the other eye.

“After explaining what the lens was designed to do, I’d say, ‘Oh, by the way, I’m wearing the lens on one eye,’” she recalls. “Although they hadn’t noticed the difference before, every person could pick out which eye wore the DEFINE™ lens. One person said she preferred the makeup on that eye and was surprised when I told her I was wearing the exact same makeup on both eyes. The effect of the lens is that subtle, but people notice the difference.”

Proactive Practice-building

As for the potential of this lens, Dr. Szeto says she thinks the DEFINE™ lens fills an unmet and previously unrecognized need. “I liken it to a cell phone that takes pictures,” she says. “We never longed for that function, but now, can you imagine if we didn’t have cameras in our phones?”

“I also believe our practice’s proactive approach to introducing patients to new technology gives us an advantage,” Dr. Szeto says. “To wait for a patient to ask what’s new already puts a practice behind the curve. It’s all about letting people know what’s out there. Even if they don’t want it right now, at least they know they heard about it from you first.”
Lawrence Phillips, OD, Cambridge, Mass., is such a strong believer in the benefits of daily disposable contact lenses that when he sees a contact lens patient for the first time, he performs a comprehensive examination, takes a brief contact lens history, and sends the patient home with a week’s supply of 1-day lenses and an appointment to return in a week. Although he admits that this is an unusual approach, his reasoning, he says, is that he believes the daily disposable modality is the most convenient and healthiest way to wear a contact lens. This is essential for healthy, white, beautiful-looking eyes.

Healthy Eyes
“I like to recommend a lens that creates the healthiest environment for the eye possible. A one-day lens is the state-of-the-art lens, for us as optometrists, to give the patient the best experience possible,” Dr. Phillips says. “When people come in for contact lenses, it’s likely they’re wearing their last pair and they’ve worn them a bit longer than they should have. When they return to my office after wearing 1-day lenses for a week, their eyes usually look nicely oxygenated and less irritated, so my ocular assessment is more accurate. In addition, I’ve given them an opportunity to try 1-day lenses and decide if they’d like to continue with them. Using this approach, I’ve been quite successful getting many people’s eyes back on track.”

Dr. Phillips has been introducing patients to the 1-DAY ACUVUE® DEFINE™ lens in much the same way, because he is confident these lenses, with the same oxygen transmissibility as the 1-DAY ACUVUE® MOIST lens, will support the health of the eyes while adding a new benefit. “Not only am I giving them a lens that breathes well, I’m also giving them something new in the beauty category,” he says.

Natural Beauty Trend
Dr. Phillips has fitted color contact lenses over the years but found them wanting. “They don’t look real, and when they don’t look real, they don’t look elegant,” he says. “The DEFINE™ lens, however, actually enhances the wearer’s natural eye color without changing it. It’s like a marriage of health and elegance.”

Dr. Phillips has noticed a trend toward natural beauty elsewhere in his practice. He frequently hosts special events, such as demonstrations by makeup artists, to attract patients to his optical. “Their philosophy is to enhance, not change, a person’s look,” he says. “Within the same month that we hosted a Bobbi Brown event, I was introduced to the DEFINE™ contact lens, which also follows this philosophy.”

Introducing DEFINE™
Dr. Phillips believes practitioners should present the DEFINE™ lens to as many patients as possible. He has developed an efficient presentation. “After an accurate refraction, I have patients apply 1-day lenses in their updated prescription,” he says. “I now have their utmost attention and confidence, as they are more comfortable and seeing more clearly than when they first came in. I then discuss the benefits of what I’ve just done and give them trial lenses to wear for a week. If I feel they will enjoy what the DEFINE™ lens will do for their eyes — and I feel most people will — I also give them trials of DEFINE™.”

Dr. Phillips uses the DEFINE™ website and pamphlets to show patients how the lenses look on the eye. He explains that this new lens will help support healthy eyes while also enhancing them. “I tell them that not only is this lens proven in the health category, but it’s a brand new lens in the beauty category made by Johnson & Johnson Vision Care Companies. I close with, ‘I think it’s something you might like. So I’ll be interested in your feedback.’” So far, the feedback has been positive. “Patients tell me, ‘I love them, because I see the difference, and I feel great,’ ” Dr. Phillips says. “There is a hint of new confidence some of them experience.”

Dr. Phillips may recommend DEFINE™ lenses for occasional wear. “When patients are pleased with the lenses but reluctant to purchase a year’s supply, I encourage them to buy a 3- or 6-month supply,” he says. “That’s the great thing about a 1-day lens. If you don’t use them, you don’t open them, and when you do want them, they’re available to you.”

Healthy Enhancement
“What I love about the DEFINE™ lens is that it’s a healthy lens to wear,” Dr. Phillips says. “It combines all the benefits of the MOIST® lens — embedded moisture agent, UV-blocking, daily disposable modality — with a natural eye-enhancing effect.”
Optometrist Carla Barnett of Newport Eye Physicians in Newport Beach, Calif., has been fitting daily disposable contact lenses whenever possible since 1995, and in the last 3 years, the percentage of her patients wearing them has held steady at an astounding 99%. In fact, whenever Dr. Barnett sees a new patient, she assumes she'll be prescribing a 1-day lens, because she takes full advantage of every brand available in this modality. What's her opinion of the new 1-DAY ACUVUE® DEFINE™ lens?

“This is the most exciting contact lens to come along in the 30 years I’ve been practicing optometry,” Dr. Barnett says. “Most of the patients I see enjoy wearing contact lenses. Patients consider them a necessity for their best vision. The DEFINE™ lens has the extra punch of being exciting to wear, something that makes their eyes, and in fact, their whole face, look brighter. It’s really a breakthrough product.”

Natural Beauty

DEFINE™ lenses were developed to enhance — not change — the natural color of the eye. The iris-inspired patterns, which are enclosed within the lens, use shadows and highlights to add definition and depth to the iris, while the limbal ring helps to create the illusion of a brighter, whiter sclera.

Dr. Barnett notes other cosmetic contact lenses have a layer of color on the surface, which can affect comfort and cosmesis. “In photographs, people who are wearing them look fine, but in person, something appears off about the way their eyes look,” she says. “Our eyes are such an expression of our sincerity and our feelings that when they look off, something about us looks off.

“The DEFINE™ lens is totally different, because the pattern is around the limbal area,” Dr. Barnett says. “It doesn't give the eyes a flat look, and the limbal ring makes the whites of the eyes look whiter, which patients appreciate. The lens will appear unique on each patient. You really have to try it on to appreciate it.”

Unrestricted Vision, UV Protection

Dr. Barnett notes vision through the DEFINE™ lens is unimpeded. “Unlike color contact lenses, the DEFINE™ lens doesn't have an overall tint or a small hole-punch pupil, which can interfere with vision,” she says. “The vision through the DEFINE™ lens is the same as it would be through a clear lens.”

The 1-DAY ACUVUE® DEFINE™ lens is based on the 1-DAY ACUVUE® MOIST platform. “That's a good thing,” Dr. Barnett says, “because the MOIST lens is a fabulous lens, and many people already wear it. So it's an easy transition for them to try it.

“And if all of that weren't great enough,” she adds. “DEFINE™ lenses also have UV protection, which really knocks it out of the park as far as being a useful and desirable contact lens to wear.”

Candidates Abound

Dr. Barnett offers the DEFINE™ lens to all of her contact lens patients, but she's found most enthusiastic patients are women age 40 and older. “They're the patients who want this lens immediately and are really excited about it,” she says. “They're interested in improving their appearance and having their eyes look whiter, brighter and more youthful.”

To uncover potential candidates in this group, Dr. Barnett asks patients if they ever use skin rejuvenating products, fillers or products to grow thicker eyelashes. “Anyone who uses aesthetic enhancing products or procedures would definitely be interested in this lens,” she says.

Dr. Barnett has identified other patient types who may be interested in the DEFINE™ lens. “I wouldn't neglect anyone who speaks in public, such as attorneys, teachers, pastors and business people,” she says. “I also discuss it with teens and tweens, particularly young girls who are starting to use eye makeup. With the DEFINE™ lens, they can enhance their eyes without makeup, and they'll gain the health benefits of vision correction and UV protection.”

Choosing to Enhance Their Eyes

“There are more than 20 1-day lenses — spherical, toric, multifocal — and I use all of them,” Dr. Barnett says. “The DEFINE™ lens is the crown on top. It makes the sclera look whiter and the iris look brighter for an overall youthful effect. DEFINE™ is a contact lens that patients wear not because they have to, but because they want to.”
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Amelia is wearing NATURAL SHIMMER™

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Some patients may notice a small difference in subjective vision performance, particularly in low light conditions.

† Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

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The iris-inspired design of NEW 1-DAY ACUVUE® DEFINE™ Brand Contact Lenses uniquely complements every iris pattern to help make your patients’ eyes look whiter and brighter.