

On behalf of Vision Expo, we sincerely thank
you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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DISCLOSURES

- ▶ Melody Tavakoli has received honorarium from Johnson & Johnson, Topcon, Visionix and Essilor.
- ▶ She is an ongoing Professional Affairs Consultant for JnJ.
- ▶ She has done some consulting for Topcon, Essilor and Visionix through SightLine Ophthalmic Consulting.
- ▶ All relevant relationships have been mitigated.

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Lens Leaders: An Update and Overview of the CL Industry

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OWNER - SEE ME OPTOMETRY
COO - SIGHTLINE OPHTHALMIC CONSULTING

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LEARNING OBJECTIVES

Compare	Compare daily vs. reusable lenses and patient compliance.
Identify	Identify top products from J&J, B&L, Alcon, and CooperVision.
Review	Review advances in silicone hydrogel and water gradient lenses.
Match	Match lenses to lifestyle and eye health needs.

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Key Contact Lens Statistics

- ▶ Around 45 million Americans currently wear contact lenses, representing roughly 16% of U.S. adults.
- ▶ Soft disposable lenses dominate the U.S. market at about 93% of overall contact lens fits.
 - ▶ Daily disposables now nearly half of new soft lens fittings.
- ▶ About 50% of wearers acknowledge sleeping in their lenses at least occasionally, a practice that increases infection risk by up to 10x.
- ▶ The U.S. contact lens market was valued at approximately \$10.94 billion in 2022.

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<https://www.visioncenter.org/resources/contact-lens-statistics/>

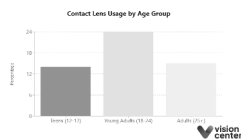
7

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Age Group Distribution



- **Teenagers (12 to 17 years):** Around **14 to 15%** of teens wear contact lenses. Many in this age group choose contacts for sports or cosmetic reasons, though compliance can be challenging.
- **Young Adults (18 to 24 years):** Approximately **24%** wear contacts, the highest percentage among all age groups. They typically prefer the convenience and aesthetics that contact lenses provide compared to glasses.
- **Adults (25+ years):** An estimated **15%** continue wearing lenses past age 25. Usage declines further in middle age and beyond, largely due to presbyopia, ocular dryness, or comfort issues.

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Compliance and Adherence



About **50%** of wearers say they **sleep or nap** in their lenses, at least occasionally.



Over **80%** keep their lens case longer than recommended, and **55%** "top off" solution instead of discarding old solution.

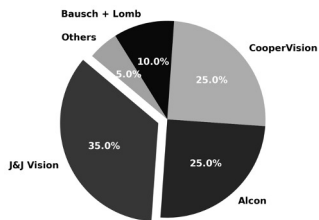


Nearly **half** admit **extending lens replacement** beyond recommended schedules (e.g., wearing 2-week lenses for 3+ weeks).



84.9% shower with lenses in, and **61%** swim in them, exposing lenses to tap or pool water, which can harbor microbes.

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U.S.
Contact
Lens
Market
Share

<https://www.visioncenter.org/resources/contact-lens-statistics/>

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Johnson&Johnson



OASYS

- 2-WEEK
- SPHERE
- TORIC
- MULTIFOCAL

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VITA

- MONTHLY
- SPHERE
- TORIC

12


Johnson&Johnson



AV OASYS 1-DAY MAX

DAILY

- SPHERE
- TORIC
- MULTIFOCAL
- **TORIC MULTIFOCAL**




AV OASYS 1-DAY

DAILY

- SPHERE
- TORIC

DAILY



AV 1-DAY MOIST

DAILY

- SPHERE
- TORIC
- MULTIFOCAL

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Johnson&Johnson

MAX FAMILY

TEAR STABLE TECHNOLOGY

- ▶ Optimizes wetting agent **distribution** throughout the lens and on the surface^{1,3,6}
- ▶ Prolongs tear film stability^{5,6}
- ▶ Delivers **2x lower evaporation rate** vs. Dailies Total¹®, MyDay[®] and Intuse[®]^{1,3}

OPTIBLUE LIGHT FILTER

- ▶ **60%** Blue-violet light filtering^{1,1=} Highest in the industry^{12,1,3}
- ▶ Reduce **light scatter** by nearly 20% on average^{-1,6}
- ▶ Reduce **halos** by 30% on average^{-1,6}
- ▶ Reduce **starbursts** by 23% on average^{-1,6}


<https://www.jnjvisionpro.com/en-us/products/acuvue-oasys-max-1-day/>

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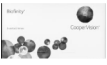


MAX FAMILY

- ▶ First daily multifocal with astigmatism correction
- ▶ Unique -1.00 cyl option only

Now FULL family with sphere, toric, MF, and toric MF



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BIOFINITY
MONTHLY

- SPHERE + XR
- TORIC + XR
- MULTIFOCAL
- TORIC MULTIFOCAL
- ENERGYS




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AVAIRA VITALITY
2-WEEK

- SPHERE
- TORIC

**CAUTION!
COOPER DOES
PRIVATE LABEL**

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MY DAY
DAILY

- SPHERE
- TORIC
- MULTIFOCAL
- ENERGYS

DAILY


CLARITI 1DAY
DAILY

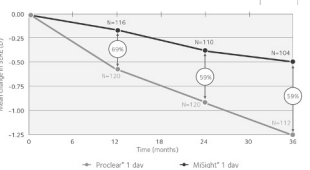
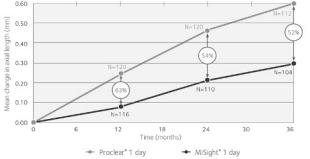
- SPHERE
- TORIC
- MULTIFOCAL

17


MI SIGHT 1 DAY

- The FIRST and ONLY soft contact lens designed for myopia control and is FDA-approved* to slow the progression of myopia in age-appropriate children!†
- Slows the progression of nearsightedness by 59% on average.
- Saw 52% reduction in average axial lengthening!†




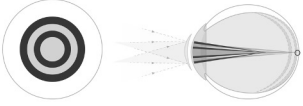



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MI SIGHT 1 DAY





● Treatment zones creating myopic defocus

⊙ Correction zones

ActivControl® Technology

- ▶ Two treatment zones create myopic defocus with image focus in front of the retina, rather than behind it to slow axial elongation
- ▶ Two correction zones correct myopia in all gaze positions

<https://coopervision.com/practitioner/our-products/misight-1-day/misight-1-day>

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TOTAL 30

MONTHLY

- SPHERE
- TORIC
- MULTIFOCAL

Alcon

R
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S
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E




**AIR OPTIX PLUS
HYDRAGLYDE**

MONTHLY

- SPHERE
- TORIC
- MULTIFOCAL

20



PRECISION 7

1-WEEK
EXTENDED WEAR

- SPHERE
- TORIC

Alcon

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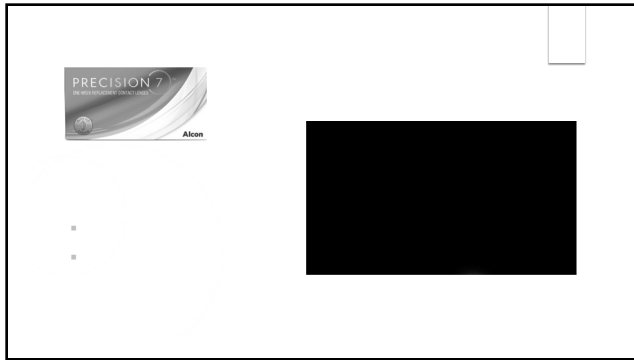


**AIR OPTIX NIGHT & DAY
AQUA**

MONTHLY
EXTENDED WEAR

- SPHERE

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PEO-PBO

- ▶ PEO-PBO used in lens solutions
- ▶ First time used in contact lens itself
- ▶ Attaches strongly to lens silicone domains

Poly(oxyethylene)-co-poly(oxybutylene) structure

Hydrophilic ————— Hydrophobic

- ▶ The combination of very large and strongly **irreversible uptake** of aqueous poly-(oxyethylene)-co-poly(oxybutylene) with **extremely small effective diffusion** coefficients of the leached mobile portion of the surfactant retains the wetting agent in the lens for many days.

Sustained Release of a Polymeric Wetting Agent from a Silicone-Hydrogel Contact Lens Material Ying Zheng, Jinbo Dou, Yan Wang, Lu Zhu, George Yoo, Young Hyun Kim, Clayton J. Radke, and James Yulgang Wu ACS Omega 2022 7 (33), 29223-29230

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Alcon

DAILIES TOTAL 1
DAILY

- SPHERE
- TORIC
- MULTIFOCAL

PRECISION 1
DAILY




- SPHERE
- TORIC

DAILY

DAILIES AQUA COMFORT PLUS
DAILY

- SPHERE
- TORIC
- MULTIFOCAL

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DAILIES COLORS
DAILY
▪ SPHERE

COLORS

AIR OPTIX COLORS
MONTHLY
▪ SPHERE

25






ULTRA
MONTHLY
▪ SPHERE
▪ TORIC
▪ MULTIFOCAL
▪ TORIC MULTIFOCAL

RESURABLE

PURE VISION 2
MONTHLY
▪ SPHERE
▪ TORIC
▪ MULTIFOCAL
*TRIAL LENS D/C

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INFUSE
DAILY
▪ SPHERE
▪ TORIC
▪ MULTIFOCAL

**CAUTION!
B+L DOES
PRIVATE LABEL**

BIO TRUE
DAILY
▪ SPHERE
▪ TORIC
▪ MULTIFOCAL

DAILY

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INFUSE

- ▶ OSMOPROTECTANTS
 - ▶ ERYTHRITOL
 - ▶ GLYCERIN
- ▶ ELECTROLYTES
 - ▶ POTASSIUM
- ▶ MOISTURIZERS
 - ▶ POLOXAMINE 1107
 - ▶ POLOXAMER 181

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Understanding Patient Needs

- ▶ Consider lifestyle, age, prescription complexity, and hygiene habits
- ▶ Tailor lens type based on patient-specific needs
- ▶ Prioritize ocular health, convenience, and visual performance

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Daily Disposables vs Reusable Lenses

Daily Disposables	Reusable Lenses
<ul style="list-style-type: none"> ▶ Healthiest option: ~80% reduced infection risk ▶ High compliance, no cleaning/storage needed ▶ Ideal for teens, part-time wearers, athletes, dry eye and allergy sufferers 	<ul style="list-style-type: none"> ▶ Cost-effective if compliant ▶ Require strict hygiene (fresh solution, case replacement, rubbing/cleaning steps) ▶ Higher risk of microbial keratitis with poor habits

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Daily Disposables vs Reusable Lenses

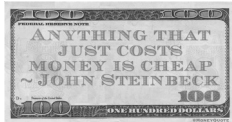
Daily Disposables

- ▶ ~\$500-900/year (both eyes)
- ▶ No added solution/case costs

Reusable Lenses

- ▶ ~\$300-450 lenses + \$100-200 in solution = \$400-650/year

Cost difference narrows when factoring compliance costs



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Specialized Prescriptions & Lens Innovations

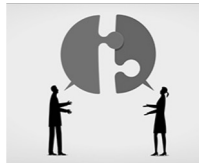


- ▶ Some prescriptions require custom lenses (e.g., Biofinity Toric XR by CooperVision)
- ▶ New Innovation: AV Oasys 1-Day MAX Multifocal Astigmatism (2025)
 - ▶ First 1-day multifocal astigmatism option
 - ▶ Expands fitting options for presbyopic astigmats

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Patient Communication Strategies

- ▶ Offer all options clearly, explain pros/cons
- ▶ Empower patients to choose based on lifestyle, comfort, budget
 - ▶ Make the patient your partner
- ▶ Key questions:
 - ▶ "What time of day do you want to take lenses out?"
 - ▶ "If you could change anything about your lenses, what would it be?"



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Practice Growth Through Contact Lenses

- ▶ CL Rx expires yearly → encourages regular visits
- ▶ CL fitting fees support clinical revenue
- ▶ Position CLs as a privilege, not a replacement for glasses
 - ▶ Backup glasses are essential → boost optical sales



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Thank you!



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