



EYE-INSPIRED™
Design

The ACUVUE® VITA® Family Expands to Cover Astigmats



Now you can address both comfort and vision to exceed the expectations of monthly toric contact lens wearers.

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ACUVUE® VITA® Brand Contact Lenses with HydraMax® Technology

Patients who wear monthly replacement lenses include a large segment of very dedicated contact lens wearers who can't imagine life without their lenses.¹ And yet, the evidence suggests that most monthly wearers haven't been getting the full-month comfortable wear experience they hoped to have in contact lenses. More than two-thirds are struggling with comfort issues, but most don't plan to tell their eye care providers about the discomfort because they just accept it as "normal".²

On top of any comfort issues, astigmatism can add visual stress. In an earlier study assessing contact lens wearer priorities, astigmats were six times more likely to experience visual compromise than their spherical counterparts.³

This is exactly why Johnson & Johnson Vision introduced ACUVUE® VITA® Brand Contact Lenses with HydraMax® Technology - to help meet the needs of monthly contact lens wearers who might not be getting the full month of reliable comfort they desire. The lenses incorporate beneficial lipids from the tear film during wear to help prevent lens dehydration, one of the key factors involved in contact lens discomfort.⁴ By maximizing and maintaining lens hydration, HydraMax® Technology is able to deliver reliable, exceptional comfort – all month long.

In studies of the spherical lens, ACUVUE® VITA® was rated higher by patients than other monthly lenses

on both "overall quality of vision" and "overall comfort." In fact, ACUVUE® VITA® was rated higher on overall comfort at Week 4 than other monthly lenses at Week 1.⁵

The performance of ACUVUE® VITA® has the potential for significant impact on a practice. We have found that 85% of patients who switched to ACUVUE® VITA® from another monthly brand said they planned to continue wearing ACUVUE® VITA® over the next 12 months. After being fit with ACUVUE® VITA®, nearly all (94%) said they would do at least one of the following: Recommend their eye doctor to friends or family; have a more positive opinion of their eye doctor; or return to and/or purchase from their eye doctor.⁶

ACUVUE® VITA® Patient Feedback⁶



Of those who switched from another monthly said they plan to continue wearing ACUVUE® VITA®



Would recommend, have more positive opinion of, or return to and/or purchase from their eye doctor after being fit with ACUVUE® VITA®

Now, reliable comfort and vision are available for patients who need correction for astigmatism.

EYE-INSPIRED™ Design Features

- Works with the eyelids to help keep lenses stable on the eye
- Vertical and horizontal symmetry minimizes the influence of gravity
- Uniformly integrates beneficial lipids from the tear film throughout the lens matrix to keep lenses hydrated

ACUVUE® VITA® for ASTIGMATISM is the first monthly replacement lens with BLINK STABILIZED® Design. Inspired by the anatomy of the eyelids and their dynamic interaction with a contact lens during blinks, lenses with this design have active zones or points of stabilization at the top and bottom of two carefully designed contour areas that fit between the eyelids.

Their vertical and horizontal symmetry minimizes the influence of gravity, helping the lens stay in position (or quickly rotate back into position), even with eye and head movements.

BLINK STABILIZED® Design also makes it easy to fit astigmats, because the symmetrical weighting helps the lenses settle quickly. This combination of advanced stabilization and advanced wetting technologies gives you the opportunity to exceed monthly spherical and toric lens wearers' expectations and provide them with the reliable, comfortable wear they've been seeking all along.

1. Schnider CM, et al. Are we really meeting the needs of our monthly contact lens wearers? BCLA Poster, 2017. 2. Schnider CM, Wales M. Optician, April, 2017;28-30. 3. Data on file, Johnson & Johnson Vision, 2008. 4. Dumbleton K, et al. IOVS 2013;54(11):TFOS20-36. 5. In a clinical study, patient ratings for ACUVUE® VITA® were superior for "overall comfort" compared to Biofinity®, Ultra™, and Air Optix® Aqua at weeks 1, 2, 3 and 4. (Parallel arm studies, n=533). 6. Market research study among 334 people age 16-44 fit with ACUVUE® VITA®.

The authors are employees of Johnson & Johnson Vision.

ACUVUE® VITA® Brand Contact Lenses are indicated for vision correction as a daily wear lens with one-month recommended replacement. 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 by visiting acuvueprofessional.com or by calling 1-800-843-2020.

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