

1-DAY ACUVUE® DEFINE™ Brand Contact Lenses

Key Insights & Opportunity



1.5 million wear 1-DAY ACUVUE® DEFINE™ in Asia¹

#1 ACUVUE® leading brand in these markets¹



Redesigned for Western markets to deliver natural-looking eye enhancement



Interested in buying a lens that enhances the appearance of their eye²



Over half are new to contact lenses²

94%

Like to look the best they can.²

89%

Agree that their eyes are an important part of their overall look.²

Of those interested to try agree they want a visible difference but the look must still be

natural²

Technical Details



NATURAL SPARKLE™

Luminous, brightening effect



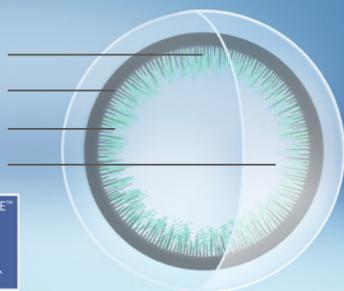
NATURAL SHIMMER™

Provides more depth and intense effect

Beauty-Wrapped-in-Comfort™

Beauty-Wrapped-in-Comfort™ ensures no contact of pigments with the ocular surface

- Printed pattern embedded in 1-DAY ACUVUE® MOIST® material
- Limbal ring for greater definition
- Luminous layer for added shine
- Fits and feels like a clear lens

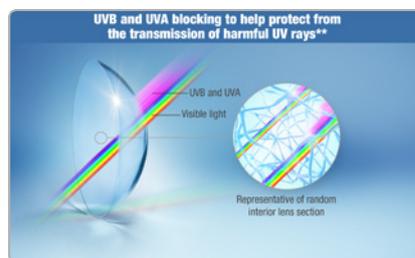


Compared to 1-DAY ACUVUE® MOIST®:

Shares similar design and benefits and delivers similar performance after 1 week of wear.^{3,4}



For long lasting comfort



UV Blocking*



Daily Disposable

Most likely to be interested

ACUVUE®
BRAND CONTACT LENSES
INNOVATION FOR HEALTHY VISION™

 **16-30** years old

Achieving a **natural** look is important²

Target market more likely to²...

Use multiple eye
cosmetic products

Spend more
on make up

Wear glasses
and considering
contact lenses



Wear more
make up



Spend more time
applying make up



Inform **all** patients in this group, whether spectacle or contact lens wearers, about natural-looking eye enhancement.

Tips for success

Tips for **speaking** to patients:

Natural-looking eye enhancement that adds definition and shine without changing the colour of your eye.

Simple words to describe the effect

My female colleagues tell me it makes them feel great and adds a subtle definition to their eyes.

Personal recommendation

I love the effect on my own eyes.

Tips for **demonstrating** to patients:



Getting the lenses on your patients' eyes is **crucial** and viewing them, at a conversational distance, in natural light is helpful.



Have a **mirror** ready to allow the patient to see the effect for themselves.



Apply a NATURAL SPARKLE™ to one eye and allow patient to compare to their natural eye. Apply a NATURAL™ SHIMMER to the other and allow patient to select their preference. No extra chair time needed.

*All ACUVUE® Brand Contact Lenses have Class 1 or Class 2 UV Blocking to help provide protection against 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. UV transmission measured with -1.00D lens.

1. JVC data on file 2014. 2. Market research data, UK 2013. Sample: female 16-30, n=1400. 3. Similar performance after 1 week for visual acuity, fit, ocular physiology, subjective comfort and handling. 4. Data on file JVC, 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.

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