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

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™

Compared to 1-DAY ACUVUE® MOIST®:
Shares similar design and benefits and delivers similar performance after 1 week of wear.³,⁴

UV Blocking* For long lasting comfort

Daily Disposable

1-DAY ACUVUE® DEFINE™ 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

1.5 million women in UK

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

New to CLs 58%
Current CL wearers 42%

Over half are new to contact lenses²
I love the effect on my own eyes.

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

16-30 years old

Most likely to be interested

Achieving a natural look is important²

Target market more likely to²...

Use multiple eye cosmetic products

Spend more on make up

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

Wear glasses and considering contact lenses

Wear more make up

Spend more time applying make up

Tips for success

Tips for speaking to patients:

Simple words to describe the effect

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

Personal recommendation

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

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. JJVC 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 JJVC, 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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