



“EASY Does It” Video Series Spotlights Contact Lens Wear-and-Care Tips

*Contact Lens Institute Visionaries Star in 60-Second Spots Designed for Eye Care
Colleagues*

WASHINGTON, D.C., February 28, 2023—A new, one-minute video series from The Contact Lens Institute (CLI) is helping the eye care community better communicate healthy, comfortable wear and care behaviors with contact lens patients. The “EASY Does It” series is now available as a [YouTube playlist](#) at bit.ly/EASYDoesIt.

Each video spotlights an optometrist, optician, or technician—all 2023 Contact Lens Institute Visionaries—who describes one way they use CLI’s The EASY Way program, such as training staff, educating new and current wearers, or reminding themselves to have a quick but effective wear and care conversation with every contact lens patient. Now entering its third year, the initiative has been adopted by eye care practices across the United States and beyond.

The EASY Way (Eyes, Awareness, Safety and You) includes simplified tips, attention-grabbing infographics, and companion digital resources for use in practices, presented in a memorable and straightforward way. All components are available for free download at EASYWayProgram.org. At the center of the program are three easy steps:

1. **Think Clean.** Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your lens case as directed. Keep your lenses and case away from any type of water, which can contain harmful microorganisms.
2. **Remember Fresher is Better.** Wear your contacts for only as long as your eye care professional says, replacing them with fresh lenses on schedule. Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and storage. Replace your lens case at least every three months.
3. **Trust Your Eye Doctor.** Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.

The “EASY Does It” video series is being promoted across CLI’s social media channels, CLI Visionaries’ own digital channels, and through CLI member companies Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision.

The Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision. For more information, visit contactlensinstitute.org.

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CONTACT LENS INSTITUTE

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THE EASY way
EYES AWARENESS SAFETY & YOU

Quickly share healthy, comfortable wear and care behaviors with contact lens patients.

Peer-to-Peer Tips
for optometrists, opticians,
technicians & staff

WATCH NOW bit.ly/EASYDoesIt