

# HISTORY OF ACUVUE® BRAND

Since 1987, ACUVUE® has been on the forefront of research, development and manufacturing to provide contact lens wearers with a portfolio of advanced technologies that deliver superior comfort and exceptional performance. With origins as the world's first mass-marketed disposable soft contact lenses, today ACUVUE® serves over 50 million patients in more than 103 countries.<sup>1</sup>

**4 BILLION** ACUVUE® BRAND CONTACT LENSES ARE MADE ANNUALLY<sup>1</sup>

**1-DAY** ACUVUE® MOIST BRAND IS THE #1 DAILY DISPOSABLE CONTACT LENS<sup>1</sup>

**ACUVUE® OASYS® BRAND** IS THE #1 SELLING CONTACT LENS BRAND<sup>1</sup>

**OVERALL** #1 ASTIGMATISM CONTACT LENS<sup>1</sup>

**1508** Leonardo da Vinci first illustrates the concept of contact lenses.<sup>2</sup>

**1823** British astronomer Sir John Herschel conceptualizes practical lens design.<sup>2</sup>

**1887** German glassblower F.A. Muller produces the first glass contact lenses that are designed to cover the whole eye, but lack comfort.<sup>3</sup>

**1930** A more eye-friendly contact lens is introduced with the invention of Plexiglas; however, they still block oxygen flow to the eyes.<sup>2</sup>

**1936** New York optometrist William Feinbloom introduces hard plastic contact lenses, which are made from a combination of glass and plastic.<sup>3</sup>

**1948** California optician Kevin Tuohy produced the first corneal contact lenses, which were made entirely of plastic and more closely resemble modern lenses of today.<sup>3</sup>

**1959** Johnson & Johnson Vision (JJV) begins as Frontier Contact Lenses in Buffalo, New York before eventually relocating to Jacksonville, Florida a few years later.<sup>4</sup>

**LATE 1960'S** The invention of hydrogel revolutionizes contact lens technology,<sup>2</sup> improving lens comfort and oxygen permeability to better mimic the eye's surface.<sup>5</sup>

**1981** Johnson & Johnson acquires Frontier.<sup>4</sup>

**1987** JJV transforms the eye care industry by introducing the world's first disposable soft contact lenses under the name ACUVUE® Brand Contact Lenses.<sup>4</sup>

**1991** JJV breaks into the global market by opening an operating group in Tokyo, Japan before expanding to five continents within the year.<sup>4</sup>

**1993** ACUVUE® gains global recognition, becoming the #1 most prescribed contact lens brand in the world.<sup>4</sup>

The same year, JJV revolutionizes its product portfolio by launching 1-Day ACUVUE® Brand Contact Lenses, providing superior comfort and convenience with the world's first daily disposable contact lens.<sup>4</sup>

**1997** UV protection is adapted across the ACUVUE® Brand portfolio, marking the start of a longstanding JJV eye care standard.<sup>4</sup>

**1998** The ACUVUE® Brand product portfolio expands with the introduction of ACUVUE® Brand Contact Lenses Bifocal, providing nearsighted corrective vision to those with presbyopia.<sup>4</sup>

**1999** With an aim to advance lens comfort, INFINITY EDGE™ Design is implemented across the ACUVUE® Brand product portfolio to help minimize lens interaction with the eye and lid.<sup>6</sup>

**2004** The first VISION CARE INSTITUTE™, LLC is established to provide eye care professionals and aspiring students with education and research opportunities. Today there are 15 Institutes across the global network.<sup>4</sup>

Korea launches the first of three ACUVUE® DEFINE® Brand Contact Lenses, focused on enhancing the natural beauty of the eye for Asian women.<sup>4</sup>

**2005** ACUVUE® OASYS® Brand with HYDRACLEAR® PLUS Technology is launched, introducing a new lens wetting technology with increased moisture throughout. ACUVUE® OASYS® Brand will later introduce new options for people with astigmatism and presbyopia.<sup>4</sup>

**2006** 1-Day ACUVUE® MOIST Brand Contact Lenses infused with LACREON® Technology are introduced, locking in the lenses' wetting agent to provide wearers with a long-lasting cushion of moisture.<sup>4</sup>

**2007** ACUVUE® Brand Contact Lenses become the first to receive the World Council of Optometry's (WCO) Global Seal of Acceptance for UV Absorbing Contact Lenses.<sup>4</sup>

ACUVUE® OASYS® Brand for Astigmatism are launched using ACCELERATED STABILIZATION DESIGN™ (BLINK STABILIZED™ Design in the U.S.) to provide more stabilized vision correction for those with astigmatism.<sup>6</sup>

**2008** ACUVUE® TruEye® Brand with HYDRACLEAR® Technology launches in the United Kingdom, introducing the world to the first silicone hydrogel daily disposable contact lens. This technology enhances oxygen flow to the eye, providing superior comfort comparable to wearing no lenses.<sup>4</sup>

**2014** After a decade of success in Korea, 1-Day ACUVUE® DEFINE® Brand Contact Lenses are redesigned for western audiences, first launching in the United Kingdom.<sup>2</sup>

**2015** 1-DAY ACUVUE® OASYS® Brand with HydraLuxe™ Technology are launched, with new technology to help minimize lens interaction with the eye for improved comfort and performance in challenging environments.<sup>6</sup>

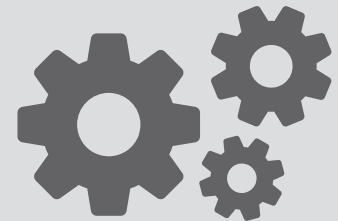
New Pupil Optimized Design is integrated into 1-Day ACUVUE® MOIST Brand Multifocal Contact Lenses, introducing the first and only multifocal contact lens that matches its design to the unique pupil sizes of the presbyopic eye.<sup>2</sup>

**2016** ACUVUE® VITA™ Brand Monthly Contact Lenses with HydraMax™ Technology are introduced to help maximize and maintain lens hydration for reliable month-long comfort.<sup>7</sup>

## OUR COMMITMENT TO INNOVATION AND GROWTH CONTINUES AS WE LOOK TO THE FUTURE

**421** PATENTS FILED  
OVER THE LAST  
**5 YRS**<sup>8</sup>

COMMITTED  
TO BRINGING  
ANNUALLY  
THROUGH  
**2** NEW PRODUCTS  
TO MARKET  
**2020**<sup>9</sup>



<sup>1</sup>Johnson & Johnson Vision Integration 2H 2017 External Talking Points <sup>2</sup>Johnson & Johnson Vision Care Board of Director Fact Sheet <sup>3</sup>Johnson & Johnson Vision Integration 2H 2017 External Talking Points (Euromonitor validated claim) <sup>4</sup>Johnson & Johnson Vision Integration 2H 2017 External Talking Points (Euromonitor validated claim) <sup>5</sup>Johnson & Johnson Vision Integration 2H 2017 External Talking Points. (ProVoice validated claim) <sup>6</sup><https://www.acuvue.ie/why-acuvue-contact-lenses>. (Accessed: 4th October 2017) <sup>7</sup><http://www.discoveriesinmedicine.com/Com-En/Contact-Lens.html>. (Accessed: 11th October 2017) <sup>8</sup><https://www.acuvue.ie/why-acuvue-contact-lenses>. (Accessed: 4th October 2017) <sup>9</sup><https://www.museumofvision.org/exhibitions/?key=44&subkey=4&relkey=47> (Accessed: 11th October 2017) <sup>10</sup><http://www.allaboutvision.com/contacts/faq/when-invented.htm> (Accessed: 11th October 2017) <sup>11</sup><http://www.jnjvisioncareinfo.com/history-and-innovation-overview>. (Accessed: 10th October 2017) <sup>12</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>13</sup><https://www.acuvue.ie/why-acuvue-contact-lenses>. (Accessed: 4th October 2017) <sup>14</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>15</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>16</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>17</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>18</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>19</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>20</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>21</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>22</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>23</sup>Johnson & Johnson Vision Care AAO Timeline <sup>24</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>25</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>26</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>27</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>28</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>29</sup>[http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvisioncareinfo.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) (Accessed: 4th October 2017) <sup>30</sup><https://www.acuvue.ie/why-acuvue-contact-lenses>. (Accessed: 4th October 2017) <sup>31</sup>Johnson & Johnson Vision Care AAO Timeline <sup>32</sup>Johnson & Johnson Vision Care AAO Timeline <sup>33</sup>Johnson & Johnson Vision Care AAO Timeline <sup>34</sup>2016 ACUVUE® VITA™ Eye Care Professional Infographic <sup>35</sup>Johnson & Johnson Vision Care Board of Directors Fact Sheet <sup>36</sup>Johnson & Johnson Board of Directors Background Brochure