

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.¹

4 billion ACUVUE® Brand Contact Lenses are made annually¹

 1-DAY ACUVUE® MOIST Brand is the **#1** daily disposable contact lens⁴

 ACUVUE OASYS® Brand is the **#1** selling contact lens brand³

ACUVUE® Most trusted brand by eye care professionals globally⁴

1508

Leonardo da Vinci first illustrates the concept of contact lenses.⁵

1823

British astronomer Sir John Herschel conceptualizes practical lens design.⁵

1887

German glassblower F.A. Muller produces the first glass contact lenses that are designed to cover the whole eye, but lack comfort.⁶

1930

A more eye-friendly contact lens is introduced with the invention of Plexiglas; however, they still block oxygen flow to the eyes.⁵

1936

New York optometrist Willian Feinbloom introduces hard plastic contact lenses, which are made from a combination of glass and plastic.⁶

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.⁶

1959

Johnson & Johnson Vision Care, Inc. (JJVCI) begins as Frontier Contact Lenses in Buffalo, New York before eventually relocating to Jacksonville, Florida a few years later.⁷

LATE 1960'S

The invention of hydrogel revolutionizes contact lens technology,⁵ improving lens comfort.⁸

1981

Johnson & Johnson acquires Frontier.⁷

1987

JJVCI transforms the eye care industry by introducing the world's first disposable soft contact lenses under the name ACUVUE® Brand Contact Lenses.⁷

1991

JJVCI breaks into the global market by opening an operating group in Tokyo, Japan before expanding to five continents within the year.⁷

1993

ACUVUE® gains global recognition, becoming the #1 most prescribed contact lens brand in the world.⁷

The same year, JJVCI 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.⁷

*All ACUVUE® Brand Contact Lenses have Class 1 or Class 2 UV-blocking to help provide protection against transmission of 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.

**JJVC Data on file 2013. †Helps protect against transmission of harmful UV radiation to the cornea and into the eye. ‡UVB and UVA blocking percentages are taken on average across the wave length.

1997 UV protection is adapted across the ACUVUE® Brand portfolio, marking the start of a longstanding JJVCI eye care standard.⁷

1998 The ACUVUE® Brand product portfolio expands with the introduction of ACUVUE® Brand Contact Lenses Bifocal, providing near vision correction to those with presbyopia.⁷

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.⁹

2004 THE first VISION CARE INSTITUTE, LLC is established to provide eye care professionals and aspiring students with education, training and research opportunities. Today there are 15 Institutes across the global network.⁷

Korea launches the first of three 1-DAY ACUVUE® DEFINE® Contact Lenses, focused on enhancing the natural beauty of the eye for Asian women.⁷

2005 ACUVUE OASYS® with HYDRACLEAR® PLUS Technology is launched, introducing a new lens wetting technology with increased moisture throughout. ACUVUE OASYS® will later introduce new options for people with astigmatism and presbyopia.⁷

2006 1-DAY ACUVUE® MOIST Contact Lenses with LACREON® Technology are introduced, locking in the lenses' wetting agent to provide wearers with a long-lasting cushion of moisture.⁷

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.⁷

ACUVUE OASYS® for Astigmatism are launched using ACCELERATED STABILIZATION DESIGN™ (BLINK STABILIZED™ Design in the U.S.) to provide vision correction for those with astigmatism.⁹

2008 1-DAY ACUVUE® TruEye® 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.⁷

2014 After a decade of success in Korea, 1-DAY ACUVUE® DEFINE® Contact Lenses are redesigned for western audiences, first launching in the United Kingdom.⁵

2015 ACUVUE OASYS® 1-DAY with HydraLuxe™ Technology are launched, with new technology for improved comfort and performance in challenging environments.⁹

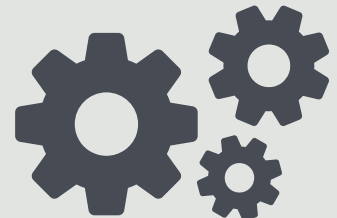
New Pupil Optimized Design is integrated into 1-DAY ACUVUE® MOIST Multifocal Contact Lenses, introducing the first and only multifocal contact lens that closely matches its optical design to the unique pupil sizes of the presbyopic eye according to age and prescription.⁵

2016 ACUVUE® VITA Monthly Contact Lenses with HydraMax™ Technology are introduced to help maximize and maintain lens hydration for reliable month-long comfort.¹⁰

Our Commitment To Innovation And Growth Continues As We Look To The Future

421 patents filed over the last **5 yrs**¹¹

Committed to bringing **2** new products to market annually through **2020**¹²



¹Johnson & Johnson Vision Integration 2H 2017 External Talking Points ²Euromonitor International Limited; based on research conducted in May 2017; world" and "globally" represent markets accounting for 76.5% of total daily disposable contact lenses in 2016 (retail sales). ³Euromonitor International Limited; based on 2015 retail value sales of contact lenses as researched by Euromonitor in 32 countries ⁴Survey conducted 12/2016 to 2/2017. Aggregated sample comprises 1,050 Eye Care Professionals from the U.S., UK, Russia, Japan & S. Korea markets, representing over 3/4 of global contact lens retail sales ⁵The History of Brand Contact Lenses. ACUVUE. <https://www.acuvue.ie/why-acuvue-contact-lenses> ⁶When Were Contact Lenses Invented? All About Vision. <http://www.allaboutvision.com/contacts/fag/when-invented.htm> ⁷Company History and Milestones Fact Sheet. Johnson & Johnson Vision Care. [http://www.jnjvc.com/sites/jnjvc/files/JJVC Company History and Milestones Fact Sheet.pdf](http://www.jnjvc.com/sites/jnjvc/files/JJVC%20Company%20History%20and%20Milestones%20Fact%20Sheet.pdf) ⁸History and Innovation Overview. Johnson & Johnson Vision Care. <http://njvisioncareinfo.com/history-and-innovation-overview> ⁹Johnson & Johnson Vision Care AAO Timeline ¹⁰2016 ACUVUE® VITA Eye Care Professional Infographic ¹¹Johnson & Johnson Vision Care Board of Director Fact Sheet ¹²Johnson & Johnson Board of Directors Background Brochure

Indications and Important Safety Information

IMPORTANT SAFETY INFORMATION FOR ALL ACUVUE® BRANDS (Except ACUVUE® VITA, 1-DAY ACUVUE® DEFINE® and ACUVUE® 2 COLOURS)

Important Information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye doctor will determine whether contact lenses are right for you.

How should I use my lenses? Follow the wear and replacement schedule and the lens care instructions provided by your eye doctor.

Are there any risks with wearing contact lenses? Although rare, serious eye problems can develop while wearing contact lenses. Therefore, it is important to talk to your eye doctor about proper wear and care of your lenses.

Who should not wear contact lenses? Only your eye doctor can determine if contact lenses are right for you. If your eye doctor has prescribed contact lenses for you, you should not wear them if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately.

Where can I obtain more information about ACUVUE® Brand Contact Lenses? For more information on proper wear, care and safety, talk to your eye doctor, call 1-800-843-2020 or download the [Patient Instruction Guides](#).

IMPORTANT SAFETY INFORMATION FOR ACUVUE® VITA BRAND CONTACT LENSES

Important Information for contact lens wearers: ACUVUE® VITA Brand Contact Lenses are available by prescription only for vision correction as a daily wear lens with one-month recommended replacement. An eye doctor will determine whether contact lenses are right for you.

How should I use my lenses? Follow the wear and replacement schedule and the lens care instructions provided by your eye doctor.

Are there any risks with wearing contact lenses? Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and lens care instructions provided by your eye doctor.

Who should not wear contact lenses? Only your eye doctor can determine if contact lenses are right for you. If your eye doctor has prescribed contact lenses for you, you should not wear them if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, remove the lens and contact your eye doctor immediately.

Where can I obtain more information about ACUVUE® Brand Contact Lenses? For more information on proper wear, care and safety, talk to your eye doctor, call 1-800-843-2020 or download the [Patient Instruction Guides](#).

IMPORTANT SAFETY INFORMATION FOR 1-DAY ACUVUE® DEFINE® BRAND CONTACT LENSES

Important Information for contact lens wearers: 1-DAY ACUVUE® DEFINE® Brand Contact Lenses are available with and without vision correction. An eye care professional will determine whether contact lenses are right for you.

How should I use my lenses? Follow the wear and replacement schedule and the lens care instructions provided by your eye doctor.

Are there any risks with wearing contact lenses? Although rare, serious eye problems can develop while wearing contact lenses. Therefore, it is important to talk to your eye doctor about proper wear and care of your lenses.

Who should not wear contact lenses? Only your eye doctor can determine if contact lenses are right for you. Once you have your contact lenses, do not wear them if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately.

Can a friend wear my contact lenses? No, you should never let anyone else wear your lenses for two reasons. If you share the same lenses, it can increase your risk of getting an eye infection. In addition, only an eye doctor can determine if the lenses are right for your friend.

Where can I obtain more information about ACUVUE® Brand Contact Lenses? For more information on proper wear, care and safety, talk to your eye doctor, call 1-800-843-2020 or download the [Patient Instruction Guides](#).

IMPORTANT UV INFORMATION

*Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

WARNING: 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. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.