



RELIEF "IN SIGHT" FOR ALLERGY SUFFERERS

Doctor says single use lens is healthy contact lens option for wearers prone to ocular allergies; ACUVUE® Offers Free Trial Pair Certificate* for 1-DAY ACUVUE® MOIST Brand Contact Lenses

JACKSONVILLE, Fla. (March 21, 2008) – For many of the nation's 40 million contact lens wearers, seasonal ocular allergy symptoms such as itching, tearing, and redness caused by contact lens wear, often hit them during the time that they want to be wearing their lenses for outdoor sports, exercise, and socializing. This increase in incidences of lens discomfort causes many to use rewetting drops more often, wear their lenses less frequently, or switch back to glasses.

But, according to most eye care doctors, with the optimum choice of lenses and wearing schedule and, when necessary, appropriate prescribed medication, any allergy sufferer should be able to wear contact lenses, even through the worst allergy season.

"Studies have shown that single use contact lenses are a healthy option for contact wearers in general, and especially for allergy sufferers," says Cordell Adams, M.D., an Ophthalmologist at Baylor University Medical Center in Dallas, Texas, the second most challenging place to live with spring allergies in the United States last year (Tulsa, OK was #1), according to the Asthma and Allergy Foundation of America.¹

"Single use contacts minimize the exposure to allergens and irritants that can often accumulate with repeated use of the same pair of lenses," adds Dr. Adams. "Single use lenses are convenient for people with allergies because they get a clean, fresh lens every day. They also reduce exposure to chemical disinfectants and preservatives in some contact lens care systems which can affect the ocular surface of the eye when it is in an allergic state."

To help allergy sufferers who would like to start wearing or continue wearing contact lenses, Vistakon, Division, Johnson & Johnson Vision Care, Inc. is offering a free trial-pair certificate* for 1•DAY ACUVUE® MOIST Brand Contact Lenses.

"When worn on a daily disposable basis, 1•DAY ACUVUE MOIST may provide improved comfort for two out of three patients suffering from mild discomfort associated with allergies during contact lens wear compared to their usual two-week lens," says Dr. Adams.

To receive a free trial-pair certificate*, visit www.acuvue.com where, you also can "Click-to-be-Contacted," through a new online service that offers a quick, easy way to schedule an eye exam for contact lenses with an eye care doctor in your area.

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About 1•DAY ACUVUE® MOIST.

1•DAY ACUVUE® MOIST™ is the healthiest, most convenient way to wear contact lenses. These soft contacts offer exceptional all-day comfort and eliminate the need for cleaning, disinfecting solutions, and storage.

1•DAY ACUVUE MOIST employs breakthrough LACREON™ technology, a unique process that permanently embeds a water holding ingredient, similar to that found in natural tears, into the proven etafilcon A material of the 1•DAY ACUVUE® Brand. This technological advancement locks in moisture that lasts throughout the day, offering relief for the most frequently reported complaints of contact lens discomfort - dryness and end of day comfort. The new daily disposable lenses also eliminate the need for cleaning, disinfecting solutions, and storage, and compared to two-week lenses, may provide improved comfort for patients who experience mild discomfort and itching associated with allergies during contact lens wear.

1•DAY ACUVUE MOIST is available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for individual patients. Although rare, serious eye problems can develop. To help avoid these problems, patients should follow the wear and replacement schedule and the lens-care instructions provided by their eye doctor. Individuals should not wear lenses if they have an eye infection or experience eye discomfort, excessive tearing, vision changes, redness, or other eye problems. If one of these conditions occurs, they should contact their eye doctor immediately. For further information, talk to your eye care professional or call 1-800-843-2020 or visit www.acuvue.com.

Johnson & Johnson Vision Care Inc.

The VISTAKON® division of Johnson & Johnson Vision Care, Inc. specializes in disposable contact lenses which it markets under such brand names as ACUVUE®, ACUVUE® ADVANCE®, ACUVUE® OASYS™, ACUVUE® OASYS®, ACUVUE® 2; 1•DAY ACUVUE®; 1•DAY ACUVUE® MOIST™, ACUVUE® ADVANCE® for ASTIGMATISM, and ACUVUE® 2 COLOURS™.

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**Professional exam and fitting fees not included. Valid only while supplies last.*

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- 1 SOURCE: Asthma and Allergy Foundation of America: "Spring Allergy Capitals 2007." News release, Asthma and Allergy Foundation of America. <http://www.webmd.com/allergies/news/20070416/spring-allergy-capitals>