

2025 Updates to the ACUVUE® Brand Portfolio

Dear Valued Partner,

As we approach the halfway point of 2025, we want to take a moment to express our gratitude for your continued collaboration and share some important updates. First, we're thrilled to announce that soon we'll be launching two NEW toric products that will complete our ACUVUE® OASYS 1-DAY MAX Family:

- **ACUVUE® OASYS MAX 1-Day MULTIFOCAL for ASTIGMATISM – FIRST & ONLY!**¹
- **ACUVUE® OASYS MAX 1-Day for ASTIGMATISM**

With these launches, **ACUVUE® OASYS MAX** will be the first and only complete family of daily disposable contact lenses around the world*², and ACUVUE® OASYS MAX 1-Day MULTIFOCAL for ASTIGMATISM is the first and only daily disposable multifocal toric contact lens!¹ More information will be provided soon.

Additionally, please see below for a few other important updates:

Pricing and MyACUVUE® Rewards:

- We continue to invest in advancing contact lens technologies, and make sure our innovations remain accessible for your patients. Effective June 30th, 2025 we will update pricing on our legacy brands – 1-Day ACUVUE® MOIST Family, ACUVUE® 2, and 1-DAY ACUVUE® DEFINE® – see the attached price list for the remainder of this year.
- Furthermore, we'd like to call your attention to the limited-time promotion for new patients to receive up to \$350 off nationally and up to \$400 off in ACUVUE® Preferred practices. To learn more, please speak with your sales representative.

Thank you for the opportunity to continue supporting your patients. We are more excited than ever about what's ahead and we are here to assist in any way possible.

Sincerely,



Bill Ross
Head of Commercial Operations
US Vision Care

* Full/complete family consists of sphere, multifocal, toric, and multifocal toric contact lenses

¹ JJV Data on File 2024, First and Only Daily Disposable Multifocal Toric Contact Lens in US

² JJV Data on File 2025, World's First and Only Daily Disposable Multifocal Toric Contact Lens

Important Information for Contact Lens Wearers: ACUVUE® Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear contact lenses 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. For more information on proper wear, care and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call 1- 800-843-2020, or visit acuvue.com.