Greetings everyone!

As always, I make every effort to keep you all up-to-date with changes in the contact lens and pharmaceutical industry. Today I have 2 announcements relating to new contact lens releases.

Building on the success of 1-Day Acuvue® Moist™, Vistakon has launched the all new color lens line: 1-Day Acuvue® Define™ with Lacreon™. Thanks to Vistakon, these lenses have been made available to the ECC six months prior to their national launch! As you’ll see below, these lenses take a truly unique approach to color lens design in a number of ways. To start with, they are available in 3 brilliant colors:

1. Natural Sparkle: Optimized for light eyes
2. Natural Shimmer: Optimized for intermediate eyes
3. Natural Shine: Optimized for dark eyes

Current lens parameters include a spherical power range of +1.00 D thru Plano to -9.00 D. In particular, available powers include 0.25 increments from -0.50 D thru -6.00 D. Plus powers are available only in +1.00 D and +0.50 D. Powers above -6.00 D are only available in 1.00 D increments in the fitting set, however lenses can be ordered in 0.50 D increments above -6.00 D thru -9.00 D. The base curve and diameter of all designs is 8.5 and 14.2, respectively. The lens material is the same as that found in 1-Day Acuvue® Moist™- Etafilcon A. Lenses are available for purchase in 30 paks only.

At this time Vistakon is not offering a rebate on these lenses. For the remainder of 2014 and into the first quarter of 2015, the ECC will be a select Southern California fitting/prescribing site for this lens. The diagnostic lens set is now available in the ECC lens supply room. Do note that the previous Vistakon color lens line, Acuvue® Colors, has been discontinued. Because of the relatively exclusive launch, patients must realize up front that the lens is only available through our optical department and is not available through other sources like Costco, Walmart, or 1-800-CONTACTS. The retail price for 30 lenses at the ECC is considered the lowest in the industry: we are selling them at $35/box and the current price range at those few places that are participating in the pre-launch is $35-$45. For patients purchasing a 6 month supply or more, Vistakon is offering free shipping to their home. Moreover, for a limited time only, patients who purchase at least 1 box/eye, are eligible by request to myself or optical, to participate in a survey that comes with a $15 Visa gift card.
And if that’s not exciting enough, sometime next month I expect to receive confirmation that the lens line is available for distribution in the Educational Lens Program. For those of you who are qualified and interested in acquiring these lenses through the program, be advised that you can request an exam and trial fitting anytime and submit the valid Rx upon notification of availability.
The second announcement pertains to the Acuvue® Oasys ™ for Astigmatism lens line. Effective immediately, this lens is now available in -2.75 D cylinder powers, an extension from the original -2.25 D maximum. In this regard, Vistakon has become the first company to release this cylindrical power in a silicone hydrogel lens without the associated higher cost or classification of an EXTENDED RANGE lens. In fact the cost for the new lens will not differ from the current lens line. Currently, this new lens is not available as a trial sample in the ECC, therefore, orders for a trial lens, when needed, should be made empirically until a trial set is made available. Above all, patients may now realize a tremendous opportunity for savings and a transition out of a lower oxygen permeable hydrogel lens at the discretion of the prescribing OD.

Thanks to Vistakon, we have yet another great opportunity to embrace our mission to be a leader in eye care. I’m sure you’ll agree that this is a remarkable step forward in lens technologies and design that is sure to please a lot of our patients.

As always, please let me know if you have any questions or concerns regarding this or any other contact lens or pharmaceutical-related matters.

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