



JOHNSON & JOHNSON VISION ANNOUNCES LAUNCH OF NEW CONSUMER AND PROFESSIONAL WEBSITES

TORONTO, ON (June 13, 2017) – Johnson & Johnson Vision announced today the Canadian launch of two new bilingual websites – an all-new consumer website, ACUVUE.ca and the launch of ACUVUE® Library, a new resource to support Eye Care Professional customers to broaden their online and digital presence.

“As a leading healthcare company with marketing knowledge and insights from our many iconic brands, we are creating a digital transformation of the ACUVUE® brand experience for both Eye Care Professionals who prescribe our lenses and the patients who wear them,” said Ted Lachmansingh, Canadian Business Director, Johnson & Johnson Vision Care division of Johnson & Johnson Inc.

The new ACUVUE.ca offers increased functionality and content for contact lens wearers, while also offering quick access to locate local Eye Care Professionals that offer ACUVUE® Brand Contact Lenses.

ACUVUE® Library is an online portal created to support Eye Care Professionals in enhancing their practice’s digital presence. The library provides access to digital content such as social media posts, email marketing templates, web banners and more.

“We believe ACUVUE® Library will equip Eye Care Professionals with tools to better position themselves to market in the ever-evolving digital space. The ACUVUE® brand is one of the most recognized consumer brands worldwide, and leveraging our industry-leading material is a great way to attract new patients,” said Priya Malik-Patel, Canadian Marketing & Professional Relations Manager, Johnson & Johnson Vision Care division of Johnson & Johnson Inc.

To learn more about either site, please visit www.acuvue.ca or www.acuvuelibrary.ca. Johnson & Johnson Vision Sales Representatives can also provide more information.

About Johnson & Johnson Vision

Johnson & Johnson Vision, through its operating companies, is committed to improving and restoring sight for patients worldwide. Since debuting the world's first disposable soft contact lens in 1987, Johnson & Johnson Vision Care Companies have been helping patients see better through their world-leading ACUVUE® Brand Contact Lenses portfolio. In 2017, Johnson & Johnson invested further in eye health by expanding into cataract surgery, laser refractive surgery (LASIK) and consumer eye health. Serving more than 60 million patients a day across 103 countries, Johnson & Johnson Vision is committed to helping more people in more places improve or restore their sight. Dual headquartered in Jacksonville, Florida, and Santa Ana, California, Johnson & Johnson Vision has more than 8,400 employees worldwide.

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ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care division of Johnson & Johnson Inc., by calling 1-800-267-5098 or by visiting acuvueprofessional.ca.

ACUVUE® is a trademark of Johnson & Johnson Inc.

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