



**EYES
AWARENESS
SAFETY &
YOU**

Partner Implementation Guide

Spring 2026

An initiative of



The EASY Way

is your path to
simplifying contact lens
wear and care tips
for patients year-round.

Let's go!

The program focuses on three easy steps to healthy, comfortable contact lens wear:

- 1 Think Clean.** Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your case as directed. Do not clean your lenses with water. Keep your lenses and case away from any type of water, which can contain harmful microorganisms
- 2 Remember Fresher is Better.** Wear your contacts for as long as your eye care professional says, replacing them with fresh lenses on schedule. Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and storage. Replace your case at least every three months.
- 3 Trust Your Eye Doctor.** Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.



Why Should We Use The EASY Way?

Contact lens wearers often have good intentions to follow instructions from their eye care professionals. With so much else happening in their lives, people may forget at times—but together we can help change that.

A survey of U.S. adults ages 18-54 determined that:

- ✓ People **don't follow guidelines** when using a new product because they're too difficult (28%), misplaced the instructions (25%) and are in a hurry (31%).
- ✓ 63% of people **search online for information** about how to use a new product.
- ✓ The EASY Way was **well understood** plus **memorable** and **easy to follow**.
- ✓ Approximately 4 in 5 people want their doctor to **alert them to new information** that could impact their health.
- ✓ About 7 in 10 people want their doctor to **reinforce best practices** that promote healthy habits.

How Do We Participate?

Taking part in The EASY Way is, dare we say it, easy!

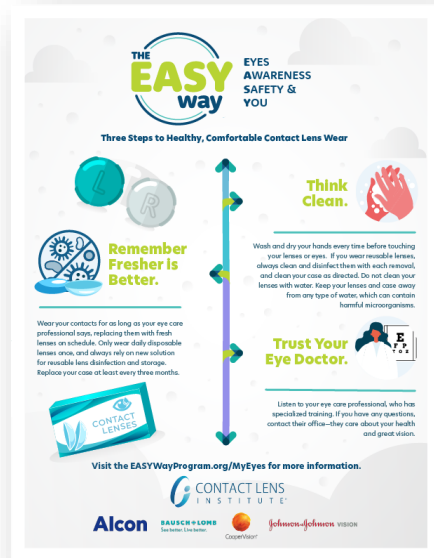
Get the Tools. Contact Lens Institute™ (CLI) developed a collection of attention-grabbing tools for use with your contact lens wearers in the office and online. Infographics, animations, email templates, social media graphics and more are available at no cost from EASYWayProgram.org.

Get Familiar. Take a little time to understand our three steps to healthy, comfortable contact lens wear. Practice staff can take the optional knowledge assessment available on EASYWayProgram.org to earn a personalized certificate and badge.

Get Started. Put the tools and your irreplaceable knowledge to immediate use by talking about The EASY Way with new and existing contact lens wearers when they visit the office, during telemedicine check-ins and between appointments.

Download The EASY Way Tools

Visit EASYWayProgram.org today to access these tools and more at no cost.



Infographic

- Waiting area and exam lane display
- Patient handout and mailing
- Practice website and social media



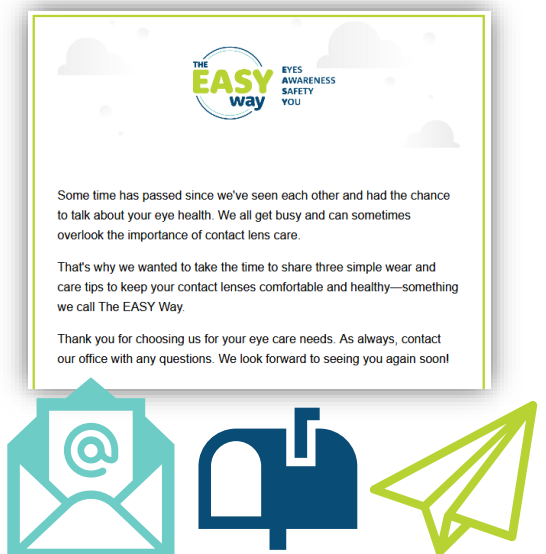
Digital Media Graphics

- Repeatable social media content
- In-practice digital screens display
- Incorporation into practice website



Knowledge Assessment

- Test staff readiness with a quick quiz
- Display your personalized certificate
- Download the EASY Expert badge



E-Mail / CRM Templates

- Share The EASY Way with patients
- Integrate messages into your CRM/EHR
- Customize to fit your practice needs

Five Languages Available

THE EASY way EYES AWARENESS SAFETY & YOU

Three Steps to Healthy, Comfortable Contact Lens Wear

Remember Fresher is Better.

Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your case as directed. Do not clean your lenses with water. Keep your lenses and case away from any type of water, which can contain harmful microorganisms.

Trust Your Eye Doctor.

Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.

Visit the EASYWayProgram.org/MyEyes for more information.

CONTACT LENS INSTITUTE

Alcon BAUSCH + LOMB CooperVision Johnson & Johnson VISION

English

THE EASY way OJOS, CONCIENCIA, SEGURIDAD Y USTED

Tres pasos para un uso saludable y cómodo de lentes de contacto

Recuerde que mientras más fresco, mejor.

Lávete y sécate las manos cada vez que toques tus lentes u ojos. Si usas lentes reutilizables, siempre límpelas y desinfectálas cada vez que se las quites y límpelas tu estuche según las indicaciones. No limpie sus lentes con agua. Mantén tus lentes y estuche alejados de cualquier tipo de agua que pueda contener microorganismos dañinos.

Confíe en su oftalmólogo.

Escuche a su oftalmólogo que cuenta con una formación especializada. Si tiene alguna pregunta, comuníquese con su consulta médica. Ellos se preocupan por su salud y su excelente visión.

Visite EASYWayProgram.org/MyEyes para obtener más información.

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Spanish

THE EASY way LES YEUX, LA CONNAISSANCE, LA SÉCURITÉ ET VOUS

Trois étapes pour un port de lentilles de contact sain et confortable

N'oubliez pas que la fraîcheur est essentielle.

Lavez-vous et séchez-vous les mains à chaque fois avant de toucher vos lentilles ou vos yeux. Si vous portez des lentilles réutilisables, nettoyez et désinfectez toujours à chaque retrait et nettoyez votre étui comme indiqué. N'utilisez pas de'eau pour nettoyer vos lentilles. Gardez vos lentilles et votre étui à l'écart de l'eau, qui peut contenir des micro-organismes nocifs.

Faites confiance à votre ophtalmologiste.

Écoutez votre professionnel de la vue, qui a une formation spécialisée. Si vous avez des questions, contactez-le, il se soucie de votre santé et de votre bonne vision.

Consultez EASYWayProgram.org/MyEyes pour obtenir plus d'informations.

CONTACT LENS INSTITUTE

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French

THE EASY way 眼睛 (E)、认知 (A)、安全 (S) 和您 (Y)

健康、舒适地佩戴隐形眼镜的三个步骤

牢记越好 新越好

每次接触镜片或眼睛之前，都要洗净并烘干双手。如果您佩戴的是可重复使用的镜片，每次取下镜片时都要清洗并消毒，并严格按照指示清洗镜片盒。请勿用水清洗镜片，让您的镜片和镜片盒远离任何类型的水，它们可能含有有害的微生物。

相信您的眼科医生

听取眼科护理专业人士的意见，他们受过专业培训。如有任何疑问，请与他们的办公室联系——他们关心您的健康和良好视力。

访问 EASYWayProgram.org/MyEyes 了解更多信息。

CONTACT LENS INSTITUTE

Alcon BAUSCH + LOMB CooperVision Johnson & Johnson VISION

Simplified Chinese

THE EASY way 眼睛 (EYES)、認知 (AWARENESS)、安全 (SAFETY) & 您 (YOU)

健康舒適佩戴隱形眼鏡的三個步驟

切勿越好 新越好

每次接觸隱形眼鏡或眼睛之前，都要洗淨並烘乾雙手。如果您佩戴的是可重複使用的隱形眼鏡，每次取下隱形眼鏡時都要清洗並消毒，然後清潔鏡片盒。不要用水清潔鏡片，避免讓您的隱形眼鏡和鏡片盒接觸任何類型的水，因為水中可能含有有害微生物。

相信您的眼科醫生

聽取眼科專業人士的意見，他們受過專業訓練。如果您有任何疑問，請聯繫他們的辦公室——他們關心您的健康和良好視力。

造訪 EASYWayProgram.org/MyEyes 獲取更多資訊。

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Traditional Chinese

Implementation Tips from Colleagues



Contact Lens Institute

@thecontactlensinstitute

Contact Lens Institute advances the latest innovations in safe and effective contact lens [...more](#)

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INSTITUTE

Subscribed



Home Videos Shorts **Playlists**



The EASY Way | Insertion & Removal Training Tool

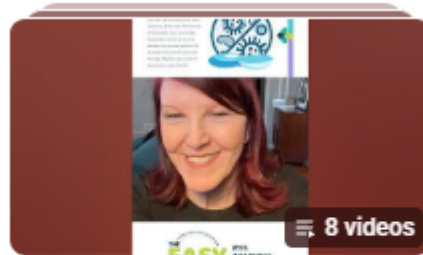
Updated today

[View full playlist](#)



Visionary Perspectives: Educating New Wearers with...

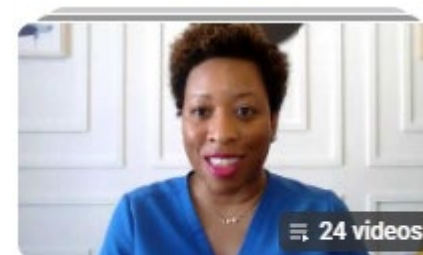
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EASY as 1-2-3

Updated yesterday

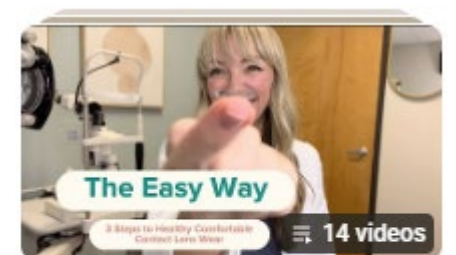
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EASY Does It: Tips for Using the EASY Way

Updated yesterday

[View full playlist](#)



Make It EASY: Real Talk in Real Time

Updated yesterday

[View full playlist](#)

<http://www.youtube.com/@thecontactlensinstitute>

Who Sponsors The EASY Way?

Contact Lens Institute (CLI) advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals.

CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision.

For more information, visit contactlensinstitute.org.



Alcon

BAUSCH+LOMB
See better. Live better.



CooperVision

Johnson&Johnson

Visit EasyWayProgram.org Today!



**EYES
AWARENESS
SAFETY &
YOU**

Contact Lens Wear and Care isn't Complicated

As an eye care professional, you want to help your contact lens patients practice healthy wear and care habits.

The **EASY Way (Eyes, Awareness, Safety & You)** offers three steps to healthy, comfortable contact lens wear:



Think Clean.

Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your case as directed.

Do not clean your lenses with



Remember Fresher is Better.

Wear your contacts for as long as your eye care professional says, replacing them with fresh lenses on schedule.

Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and



Trust Your Eye Doctor.

Listen to your eye care professional, who has specialized training.

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