



News Release

1 • DAY ACUVUE® TruEye™ Launches in Singapore

1 • DAY ACUVUE® TruEye™ & the Healthy Eye

16 June 2009, Singapore – After much anticipation, the world's first Silicone Hydrogel daily disposable contact lens, 1 • DAY ACUVUE® TruEye™ Brand Contact Lenses reaches our shores after launching in UK and then Hong Kong, promising to set new standards in contact lens usage and eye health globally.

1 • DAY ACUVUE® TruEye™ delivers premium clinical benefits such as less redness, tiredness and dryness of the eyes to its users due to the revolutionary combination of advanced materials and proprietary technology, addressing the multi-dimensional concept of eye-health. And from 8 July onwards, the world's first-ever combination of superior oxygen delivery, highest UV protection and ultra-smooth HYDRACLEAR® 1 technology in a daily disposable lens will be available at selected optical outlets, providing better eye health to contact lens wearers, with no additional hassle.

Made with Silicone Hydrogel, 1 • DAY ACUVUE® TruEye™ provides many times more oxygen to the cornea than seen with regular hydrogel materials. Over the past few years, the shortest replacement frequency available for silicone hydrogel contact lenses in the market was two weeks. Johnson & Johnson's introduction of 1 • DAY ACUVUE® TruEye™ combines the benefits of a silicone hydrogel contact lens and that of a daily disposable lens with ACUVUE® proprietary technology, giving the best balance of health and convenience to contact lens wearers.

Multi-Dimensional Health Advantages of 1 • DAY ACUVUE® TruEye™

1) HEALTH YOU CAN SEE™

- 1 • DAY ACUVUE® TruEye™ has excellent oxygen transmissibility, allowing almost 100% oxygen delivery to the cornea, which is comparable to the natural eye (with no contact lenses on).
- It therefore minimizes the occurrence of tired and red eyes due to lack of oxygen to the cornea, allowing eyes to breathe freely and maintaining healthy, bright and white eyes.

2) HEALTH YOU CAN FEEL™

- Proprietary HydraClear® 1 technology incorporates the highest volume of moisture-rich wetting agents throughout the material matrix
- This results in an extremely smooth and highly wettable lens with very low coefficient of friction, allowing eyelids to glide smoothly and comfortably over the lens, avoiding mechanical complications and dry, scratchy eyes.

3) EVERYDAY HEALTH

- With a fresh new lens everyday, users can enjoy the benefits of:
 - Convenience due to cutting out the need to clean contact lenses with solution and storing it in cases, saving on time and cost of lens solutions.
 - Freedom and flexibility to use contact lens as and when necessary (especially for habitual spectacle wearers, occasional contact lens wearers, or contact lens considerers.)
 - Hygiene as it reduces the risk of corneal complications due to deposits on lens surface

4) PROTECTIVE HEALTH

- The benefits of protecting the eye from UV light are well accepted. 1 • DAY ACUVUE® TruEye™ is the first daily disposable to offer the highest UV protection from the sun (Class 1), meeting international standards and blocking more than 96% of UVA and 100% of UVB radiation.

Johnson & Johnson Vision Care Country Manager, Singapore, Bebe Teo says, “Until recently, using silicone hydrogels on a daily disposable basis had not been an option. However, as market leaders and staying true to our aim to bring healthy vision to everybody, everyday, we are proud to present this breakthrough in contact lens usage and eye health with this premium health product the leading professional experts have been anticipating.”

Wearing contact lenses has truly never been as healthy as it is with 1 • DAY ACUVUE® TruEye™. For holistic long term eye health, it is advised to have regular comprehensive eye exams by optometrists who can diagnose and prescribe appropriate vision correction tools.

Find out more about 1 • DAY ACUVUE® TruEye™ from your eye care professional today.

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About Johnson & Johnson:

Johnson & Johnson is a company committed to transforming the world's vision. Since the inception of the Vision Care division, they have strived to increase awareness of the importance of vision and vision care and to provide the world's most exceptional vision correction options. To that end, Johnson & Johnson's passion for innovation and unwavering commitment to the highest standards of quality has enabled them to become the world leader in vision care, providing a family of outstanding contact lens. Johnson & Johnson Vision Care vision is headquartered in Jacksonville, Florida. It is the maker of ACUVUE® Brand Contact Lenses, the world leader in soft disposable contact lenses.

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