



**“HEALTHY EYES ARE IN YOUR HANDS” EDUCATIONAL CAMPAIGN
PROMOTING RULES FOR THE SAFE USE OF CONTACT LENSES
ENDORSED BY TFOS, WORLD LEADER IN EYE HEALTH EDUCATION**

NEVER NEGLECT EYE HEALTH

Date and location of release - The global pandemic has shown us that our lifestyle choices can impact our health. Our new normalcy in response to the world’s health crisis, has reinforced the importance of numerous hygiene behaviors, which draw attention to eye health.

Healthy Eyes Are in Your Hands* is a public awareness initiative dedicated to the safe use of contact lenses, promoted by **TFOS – Tear Film & Ocular Surface Society**, the US-based international nonprofit and global leader in eye health education. The original campaign was launched for the first time in Italy in 2020 and was supported by ASSOTTICA (the Italian Contact Lens and Solution Manufacturers Association).

This campaign is also supported by **EUROMCONTACT** the international organization that represents the European contact lens industry, lens care products, and accessories for contact lenses.

"This campaign in collaboration with TFOS fully meets our mission. EUROMCONTACT has always been committed to promoting a safe and responsible use of contact lenses. Reinforcing compliance messages is key to healthy contact lens wear" said **Nicoletta Losi, President of EUROMCONTACT**.

"We must remember our eye health," said **Amy Gallant Sullivan, Director of TFOS – Tear Film & Ocular Surface Society, Boston**. "The global pandemic has made people more aware of the importance of hygiene in maintaining personal health. But, we must encourage people to also view personal hygiene as an important means to safeguard their eye health," elaborated Ms. Gallant Sullivan.

This international campaign promotes **10 simple rules for the safe use of contact lenses**. The rules were also summarized in the **educational video "Healthy Eyes Are in Your Hands,"** during which children gave adults indications on correct and healthy compliance for contact lens usage.



The video promotes the rules, including washing and drying hands before handling contact lenses, never letting the lenses come into contact with water, not sleeping with contact lenses, and disinfecting lenses with fresh care solution after each use. The video campaign is available on the web: <https://youtu.be/MY-UMyzwLqk>

LINK TO THE VIDEO CAMPAIGN

<https://youtu.be/MY-UMyzwLqk>

TFOS

Founded in 2000, the Tear Film & Ocular Surface Society (TFOS) is a world leader in eye health education headquartered in Boston, USA. A 501(c)3 nonprofit foundation, TFOS is dedicated to advancing the research, literacy, and educational aspects of the scientific field of the eye's surface. More information about TFOS is available at: www.tearfilm.org.

EUROMCONTACT

EUROMCONTACT represents the European Manufacturers of contact lenses and lens care products to EU institutions, stakeholders and the trade press, providing expertise for policy-makers and helping shape the right regulatory environment. More information is available at www.euromcontact.org

ASSOTTICA

ASSOTTICA (the Italian Contact Lens Association), adhering to Confindustria, brings together the main manufacturers of contact lenses and solutions for their maintenance. ASSOTTICA has been actively working for over 40 years for the dissemination of knowledge of the characteristics and potential of contact lenses, as well as the importance of proper management. More information is available at: www.assottica.it

*The original “Healthy Eyes Are In Your Hands” campaign was launched in Italy in 2020, a collaboration between TFOS and the ASSOTTICA Group.
