

Good growth in new contact lens wearers

Awareness of contact lenses safety, comfort and effectiveness attracts new contact lens wearers

BY KHIRTINI K KUMARAN

THE contact lenses (CLs) market is growing. More people choose them over spectacles due to awareness and confidence in their safety and effectiveness.

According to Optometrist Ryan Ban, the owner and founder of Ban UK Optometrist in Kuala Lumpur, CLs can be worn by all demographic segments. The adoption rate is highest among teenagers and young adults.

“The adoption of CLs among consumers age 16 and above is high. They prefer contact lenses over spectacles because it offers better comfort and is aesthetically pleasing.

“Consumers aged 60 and above tend to be apprehensive of CLs due to misinformation and fear of eye and vision complications.

“However, older consumers are now aware of CL safety and effectiveness, and I’ve observed an increasing trend in CL adoption among older consumers.”

IDENTIFYING THE BEST LENSES

Ban said various contact lenses (CLs) are available in the market. Therefore, he advised new wearers to consult an eye care professional (ECP) to identify the best suitable CLs before wearing them.

“The optometrist can assess the individual’s eyes and determine if contact lenses are suitable based on their eye health, lifestyle and vision correction needs.

“During the consultation, the ECP will also provide information on the different types of CLs available and recommend the best type for the individual’s eyes and lifestyle.

“They will also provide instructions on properly inserting, removing, cleaning, and caring for the CLs to prevent eye infections or complications.”

The types of CLs available in the market are;

- Soft contact lenses - these are made from a flexible, water-containing material that allows oxygen to pass through to the cornea, making them more comfortable to wear for extended periods.
- Rigid Gas Permeable (RGP) contact lenses - they are made from a firmer, oxygen-permeable material that

provides clearer vision than soft lenses but may require a longer adaptation period.

- Hybrid contact lenses - these lenses combine a rigid centre with a soft outer skirt, providing the comfort of soft lenses with the clarity of RGP lenses.
- contact lenses - they have a larger diameter than regular contact lenses and rest on the white part of the eye, providing improved comfort and vision correction for those with certain eye conditions.
- Speciality contact lenses - designed for specific eye conditions, such as astigmatism, presbyopia or keratoconus.

“The most popular lenses for new contact lens wearers are soft contact lenses, as they are generally easier to adapt to and more comfortable than RGP lenses,” shared Ban.

“Within the category of soft lenses, daily disposable lenses are becoming increasingly popular due to their convenience and hygiene. They are worn for a single day and disposed of, thus eliminating the need for cleaning and storage.

“Other popular options for new contact lens wearers include weekly or monthly disposable soft lenses, which are replaced regularly and require less maintenance than conventional soft lenses.”

ADAPTING TO CONTACT LENSES

The time it takes for new wearers to wear



Ryan Ban



CLs can be different.

“Some may adjust to wearing contact lenses almost immediately, while others may take several days or weeks to get used to the sensation of wearing lenses.

“Factors such as the type of CLs, the individual’s eyes and their previous experience with wearing lenses can all impact how quickly someone adapts to wearing CLs.”

Ban continued: “New CL wearers need to be patient and give themselves time to adjust to wearing the lenses.

“If new CL wearers experience discomfort or difficulty with their lenses after several weeks, they should consult their ECP for advice and guidance.”

SUPPORTING ECPS AND CONSUMERS

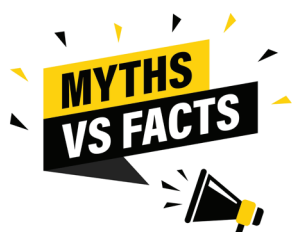
Besides providing a broad range of CL options, Ban UK Optometrist’s partnership with Johnson & Johnson Vision Care (J&J Vision Care) offers marketing and educational resources to help optical shops promote and educate their customers.

“These resources include point-of-sale materials, digital marketing assets, and training programs for optometrists and opticians.

“J&J Vision Care’s ACUVUE lenses generally receive positive consumer feedback, particularly among new wearers,” shared Ban.

“Many people find them comfortable to wear and appreciate the brand’s wide range of options, including daily disposable lenses, toric lenses for astigmatism, multifocal lenses for presbyopia, and of course those lovely colour daily contact lenses.” - *The Health*

Debunking myths about contact lenses



Myth 1: Contact lenses can get lost behind your eye.

Fact: Contact lenses can’t get lost behind your eye. The conjunctiva, a thin membrane that covers the white part of the eye and lines the inside of the eyelids, prevents foreign objects from entering the space behind the eye.

Myth 2: Wearing contact lenses can cause blindness.

Fact: While contact lenses can cause complications such as corneal ulcers or infections if not worn or cared

for properly, the risk of blindness is extremely low. Regular check-ups with an eye care professional (ECP) and following proper care instructions can help prevent these complications.

Myth 3: Contact lenses are uncomfortable and challenging to wear.

Fact: With advances in contact lens technology, many people find contact lenses comfortable and easy to wear. Proper fitting and care can also increase comfort levels.

Myth 4: Contact lenses can correct all

vision problems.

Fact: While contact lenses can correct many vision problems, they may not suit everyone or all vision conditions. ECPs will assess an individual’s eyes and vision needs to determine whether contact lenses are suitable.

Myth 5: Contact lenses are more expensive than spectacles.

Fact: While the cost of contact lenses may vary depending on the type and frequency of replacement, they are generally comparable in price to spectacles.