



January 30, 2017

Federal Trade Commission, Office of the Secretary,
600 Pennsylvania Avenue NW., Suite
CC-5610 (Annex C)
Washington, DC 20580

RE: Contact Lens Rule, 16 CFR part 315, Project No. R511995

Thank you for the opportunity to comment.

The Contact Lens Rule promotes competition in retail sales of contact lenses by facilitating consumers' ability to comparison shop for contact lenses. When a prescriber completes a contact lens fitting, the Rule requires that the prescriber provide the patient with a portable copy of her prescription. The Rule also requires that the prescriber verify or provide such prescriptions to authorized third parties, allowing contact lens vendors to sell contact lenses in accordance with valid prescriptions.

We support this rule and the proposed changes by the Commission, which will help make contact lenses more affordable and remove barriers to entry for contact lens providers.

Historically the process of buying contact lenses strongly favored eye care providers and suppliers at the expense of patients. Changes in law helped address this problem by prohibiting doctors from withholding patients' prescription information. This rule and the proposed changes will further assist patients by providing greater consumer choice.

We appreciate the ability to comment, and thank you in advance for your favorable consideration.

Sincerely,


Brent Gardner
Chief Government Affairs Officer