

LOOPHOLES IN TODAY'S CONTACT LENS ONLINE MARKETPLACE

The contact lens retail marketplace has changed significantly since the enactment of the Fairness to Contact Lens Consumers Act (FCLCA) and Contact Lens Rule over ten years ago. Unfortunately, loopholes in today's marketplace have resulted in a system that often side-steps the physician oversight of these FDA-regulated medical devices. According to a recent survey of online contact lens consumers¹, **here is the reality of today's contact lens marketplace:**

Consumers believe it's important to receive the exact lenses they order and rely on the FCLCA's existing safeguards to ensure they receive the lenses prescribed by their eye doctor.

94% say it's important they receive the exact brand of contact lenses they order.



65% think online retailers should be required to verify consumer prescriptions with their eye doctor prior to completing a sale.



Unfortunately, some online retailers send patients lenses that don't match their prescription or advise them to substitute another brand, without notifying the prescribing doctor.

1 in 4 

consumers reported receiving a different brand of contact lenses than they had ordered without any advance warning.

1 in 3 

reported their online retailer had advised them to substitute non-prescribed lenses due to supply issues.

In fact, some online retailers not only complete sales based on expired or nearly-expired prescriptions, but encourage this practice, despite the health and safety risks.

1 in 3



consumers were able to purchase lenses using an already expired prescription.

6 in 10



say they have received a reminder from their retailer that their prescription was near-expiration.

86%



of those who received a reminder ordered more contact lenses as a result.

It's time to modernize, strengthen, and enforce the FCLCA and Contact Lens Rule's existing safeguards in order to better protect patients' vision health and safety and maintain consumer access to retail options in today's marketplace.

¹From September 24-October 2, 2015 APCO Insight conducted an online quantitative survey among 500 U.S. consumers who have purchased contacts online in the last six months, on behalf of Johnson & Johnson Vision Care.