Alcon launched the Eye Saw Good campaign, a charitable initiative that highlights the important role that good eye health and clear vision play in allowing people to see the world around them and live life to the fullest. Actress and mother Jennie Garth is the spokesperson for the campaign, which benefits Kids Vision for Life, a program that provides vision screenings, eye exams and eye glasses to children in underserved communities at no cost to the family. Eye Saw Good coincides with the national rollout of Alcon's THE eyeSOLUTION Program, a complete eyecare retail destination designed to help shoppers find the best care for their eyes in one convenient location.

Garth will inspire people to see good, share good, and make good happen by taking a picture when they see something good – from an act of kindness to whatever strikes them in the moment – and sharing it on Twitter with hash tag #EyeSawGood or by going to www.TheEyeSolution.com. For every picture shared, Alcon will donate $1, up to $50,000, to fund more than 1,000 eye exams and eye glasses for children in need through Kids Vision for Life.