

Johnson & Johnson Vision Care Inc. launched 1-Day Acuvue Moist Brand Multifocal Contact Lenses. The new lenses, which feature a unique aspheric center-near design for the presbyopic eye, are created with uniquely optimized optics for addressing the natural variations in pupil size according to age and

refractive power to produce a better visual experience. The 61 available distance powers (in quarter diopter steps from +6D to -9D) and three add powers equal 183 unique designs for enhancing precision, minimizing chair time and maximizing successful wearing.



As part of the launch of 1-Day Acuvue Moist Brand Multifocal Contact Lenses during Optometry's Meeting in June, David Pogue was the keynote speaker at the Johnson & Johnson Vision Care Inc. Innovation Event. Pogue, the founder of Yahoo! Tech, former technology columnist for The New York Times, and an Emmy Award-winning TV journalist, delivered a talk on "Pogue's Innovation Top 5." He was one of the first consumer experts to try the new contact lenses and has promised to never again wear reading glasses during his television broadcasts.

For more information, visit [AcuvueProfessional](#) on the web.