

Johnson & Johnson Vision Care, Inc. announced the U.S. launch of [Acuvue Vita Brand](#), a 30-day daily wear contact lens with new HydraMax Technology. The lenses are designed to maximize and maintain lens hydration all month long, enhance comfort through the Infinity Edge design, and block approximately 93.4% of UVA light rays and 99.8% of UVB light rays. The material of Acuvue Vita, senofilcon C, is designed to integrate the optimal density and distribution of beneficial lipids throughout the lens while maintaining a low deposition profile. The company says the material also leverages the function of the beneficial lipids to help maintain lens hydration by reducing the tear film evaporation rate.

