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Johnson & Johnson Vision Care, Inc.

son Vision Care Inc. launched 1-Day Acuvue Define Brand Contact Lenses with Lacreon Technology, a new category of eye-enhancement contact lenses that accentuate natural beauty while helping to support a healthy eye. The lenses, already the number-one beauty contact lens in Asia, are now available at a limited number of independent eye doctors' offices, with expanded product availability in the United States to follow in the first half of 2015.

The company says the Define Brand lenses fill a significant unmet need, revealed in a 2013 Gallup Study of the U.S. Consumer Contact Lens Market, for natural-looking eye enhancement. The new option features an outer darker limbal ring and an inner translucent light-effects pattern and don't change the eye's natural color.

For more information, visit <http://www.acuvueprofessional.com/>.