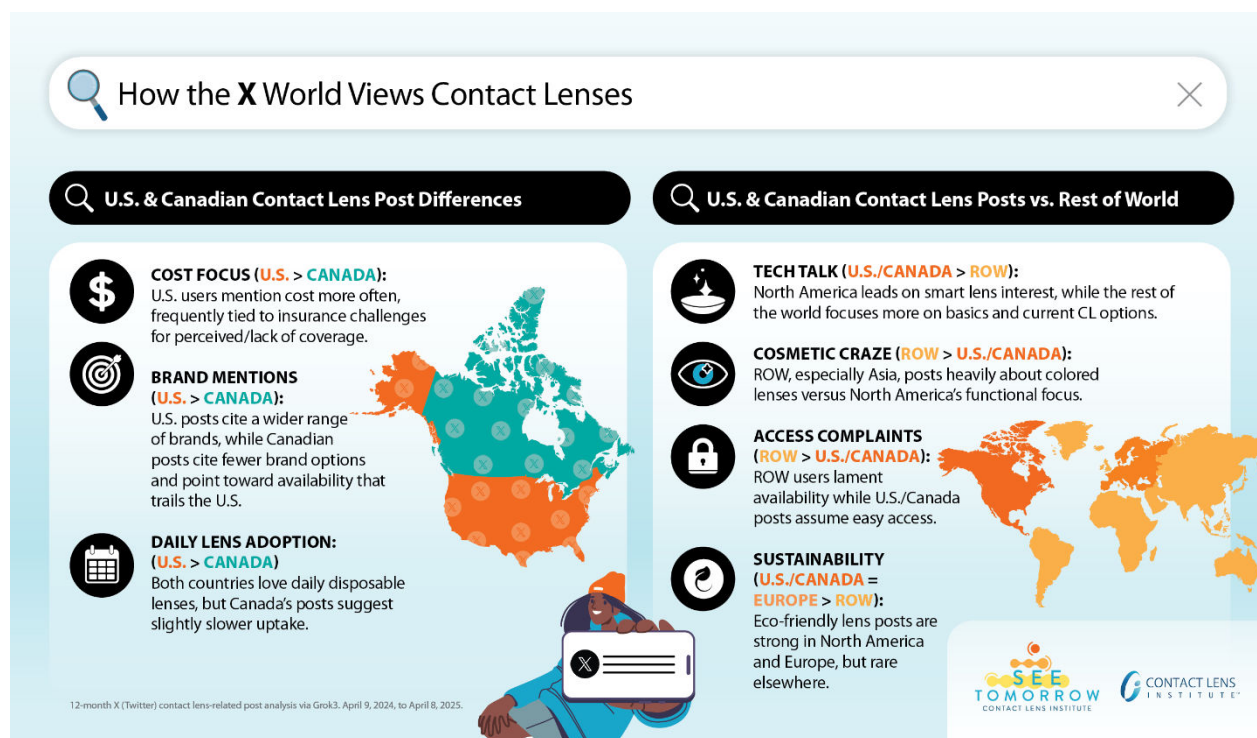




Contact Lens 'X' Posts Show Regional Similarities and Differences

Contact Lens Institute Releases New Infographic Ahead of *Digital Discovery* Report Publication

WASHINGTON, D.C., June 3, 2025—A new infographic from Contact Lens Institute™ (CLI) illustrates that while contact lenses are used by millions of people worldwide, aspects of how they are evaluated, purchased, and worn may differ by country and continent. This synopsis precedes the publication of CLI's forthcoming [See Tomorrow initiative](#) report surrounding consumer digital search behaviors, which is expected to be issued in mid-June.



[Click here to download a high-resolution version \(PNG\) of the CLI infographic.](#)

“Later this week, the [BCLA Clinical Conference](#) will draw contact lens experts from around the world to Birmingham, England. There was no better time to share this data, which may spark

conversations about how consumers view different components of wear, and why those might vary based on geography,” said Stan Rogaski, CLI’s executive director.

Built on 12 months of contact lens posts on social media platform X (formerly Twitter), the infographic looks at topics including interest in advanced and basic technologies, cosmetic lenses, access, sustainability, cost, and modality. The illustration, along with other preliminary data from the digital search series, is available at <https://www.contactlensinstitute.org/resources/digital-search/>.

A comprehensive, 30-page report packed with new consumer research, data tables and graphics, and columns from CLI Visionary optometrists and opticians is slated for distribution ahead of [Optometry’s Meeting and the 5th World Congress of Optometry](#).

Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision. For more information, visit [contactlensinstitute.org](https://www.contactlensinstitute.org).

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