



**Comedienne Kate Flannery Recommends *The EASY Way*  
for Contact Lens ‘Office’ Use**

*Contact Lens Institute™ Partners with Fan-Favorite Actress in  
New Digital Media Campaign to Promote Healthy Wear-and-Care*

**WASHINGTON, D.C., August 4, 2025**—Comedienne Kate Flannery has partnered with [Contact Lens Institute™](#) (CLI) to encourage eye care professionals to consider *The EASY Way* when discussing healthy wear-and-care routines with soft contact lens patients. A digital campaign is running on social media platforms over the next several weeks, with the video centerpiece also available as a [YouTube Short](#) at [youtube.com/shorts/mR2JCDl18BM](https://youtube.com/shorts/mR2JCDl18BM).

Flannery is globally recognized for her iconic role as Meredith on *The Office* and her moves on *Dancing with the Stars*. “While there’s no joking about contact lens health, I know from my time as an actress and comedienne that keeping things simple is one of the best ways to connect with people. That applies to your contact lens patients, too, especially when it comes to healthy and comfortable wear and care,” she says.

“That’s why Contact Lens Institute introduced *The EASY Way*—three simple steps to improve their experiences.”

“As a contact lens wearer myself, I need this too. You’re the eye experts, so help me and a few million other people out.

Take part in  
The EASY Way.  
It’s easy!”



Youtube.com/  
@thecontactlensinstitute



Now in its fifth year, [The EASY Way \(Eyes, Awareness, Safety and You\)](#) is used by eye care practices across the U.S., Canada, and worldwide. It includes simplified tips, attention-grabbing infographics, and companion digital resources for use in practices, presented in a memorable and straightforward way. All components are available for free download within The EASY Way resource page on [ContactLensInstitute.org](https://ContactLensInstitute.org). At the center of the program are three easy steps:

1. Think Clean. Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your lens case as directed. Keep your lenses and case away from any type of water, which can contain harmful microorganisms.

2. Remember Fresher is Better. Wear your contacts for only as long as your eye care professional says, replacing them with fresh lenses on schedule. Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and storage. Replace your lens case at least every three months.

3. Trust Your Eye Doctor. Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.

“As a contact lens wearer myself, I need this too. You’re the eye experts, so help me and a few million other people out. Take part in *The EASY Way*. It’s... easy,” quips Flannery.

Her video joins a series of recorded spots that feature prominent and emerging optometrists and opticians from across the eye care spectrum, all available on Contact Lens Institute’s YouTube channel at [youtube.com/@thecontactlensinstitute](https://youtube.com/@thecontactlensinstitute).

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://contactlensinstitute.org).

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EYES  
AWARENESS  
SAFETY  
YOU

### Three Steps to Healthy, Comfortable Contact Lens Wear



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Visit the [EASYWayProgram.org/MyEyes](http://EASYWayProgram.org/MyEyes) for more information.



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See better. Live better.



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