



**Contact Lens Institute Extends *The EASY Way* Campaign  
with Actress Kate Flannery**

**WASHINGTON, D.C., September 3, 2025**—[Contact Lens Institute](#)™ (CLI) has extended its partnership with comedian and actress Kate Flannery for *The EASY Way*, which helps the eye care community discuss healthy contact lens wear-and-care routines with patients. The digital campaign will run on social media platforms into September, with Flannery’s video also available as a [YouTube Short](#) at [youtube.com/shorts/mR2JCDI8BM](https://youtube.com/shorts/mR2JCDI8BM).

Flannery—a contact lens wearer herself—is globally recognized for her iconic role as Meredith on *The Office* and her moves on *Dancing with the Stars*. Her support of the CLI initiative has garnered widespread attention, prompting the promotion’s continuation.

[The EASY Way \(Eyes, Awareness, Safety and You\)](#) has been used by eye care practices across the U.S., Canada, and worldwide since 2021. 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).

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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“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





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