



The 20/20 Podcast Looks at Gen Z Perceptions of Contact Lenses

VANCOUVER, B.C., November 14, 2025—[The 20/20 Podcast](#) has published a special episode that dives into how Gen Z perceives contact lenses, based on new consumer research from [Contact Lens Institute™ \(CLI\)](#). Hosted by Harbir Sian, OD, it features an optometry-opticianry panel that includes CLI Visionaries Andrew Bruce, LDO, ABOM, NCLEM, FCLSA; Jade Coats, OD, FAAO; and Jenn Seymour, LDO, NCLEM, ABO-AC.

The episode—filmed on the Vision Expo West Main Stage—is now available on [Spotify](#), [Apple Podcasts](#), and [YouTube](#). All 20/20 Podcast recordings are accessible from <https://aboutmyeyes.com/the-20-20-podcast/>.

CLI expects to release its comprehensive report on cross-generational beliefs and behaviors about contact lenses and eye care in late November 2025. For more information, visit <https://www.contactlensinstitute.org/resources/see-tomorrow/shiftingfocusgenz/>

Contact Lens Institute (contactlensinstitute.org) 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.

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MEDIA CONTACT

Mike McDougall, FAAO, APR, Fellow PRSA

McDougall Communications for the Contact Lens Institute

+1.585.545.1815 or mike@mcdougallpr.com