



## ***The EASY Way Contact Lens Wear-and-Care Guidance Refreshed***

### **Contact Lens Institute Increases Water Avoidance Guidance, Publishes Visionary-Led Insertion & Removal-Related Videos**

**WASHINGTON, D.C., March 2, 2026**—[Contact Lens Institute™](#) (CLI) has updated *The EASY Way (Eyes, Awareness, Safety and You)*, its initiative that helps the eye care community discuss healthy contact lens wear-and-care routines with patients.

The program's practice-ready infographics, social media graphics, animations, and more now include additional guidance for keeping contact lenses away from water. These patient education materials are available in English, Spanish, French, Simplified Chinese, and Traditional Chinese for free download via *The EASY Way* resource page at [ContactLensInstitute.org](https://ContactLensInstitute.org).

In parallel, CLI has published two [YouTube Shorts](#) that explain how *The EASY Way* can become part of new wearer insertion and removal training. They feature several 2026 CLI Visionaries: Kelsea Brown, OD, MyEyeDr, Atlanta; Elaine Chen, OD, FAAO, FSLs, Dipl. AAO, Southern California College of Optometry, Fullerton, Calif.; Ryan Corte, OD, Reflect Vision Care, Charlotte and Asheville, N.C.; Julian Prosia, OD, Mountain Eyecare, Hamilton, Ont.; Maria Sampalis, OD, Sampalis Eyecare, Cranston, R.I.; and Scott Samples, FCLSA, NCLE-M, CPOT, Dean McGee Eye Institute, Oklahoma City.

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**



**Remember  
Fresher is  
Better.**

Wear your contacts for 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 case at least every three months.



**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 case as directed. Do not clean your lenses with water. Keep your lenses and case away from any type of water, which can contain harmful microorganisms.

**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.

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



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**KELSEA BROWN, OD**  
2026 CONTACT LENS INSTITUTE VISIONARY

**THE EASY way** EYES AWARENESS SAFETY & YOU

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



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