



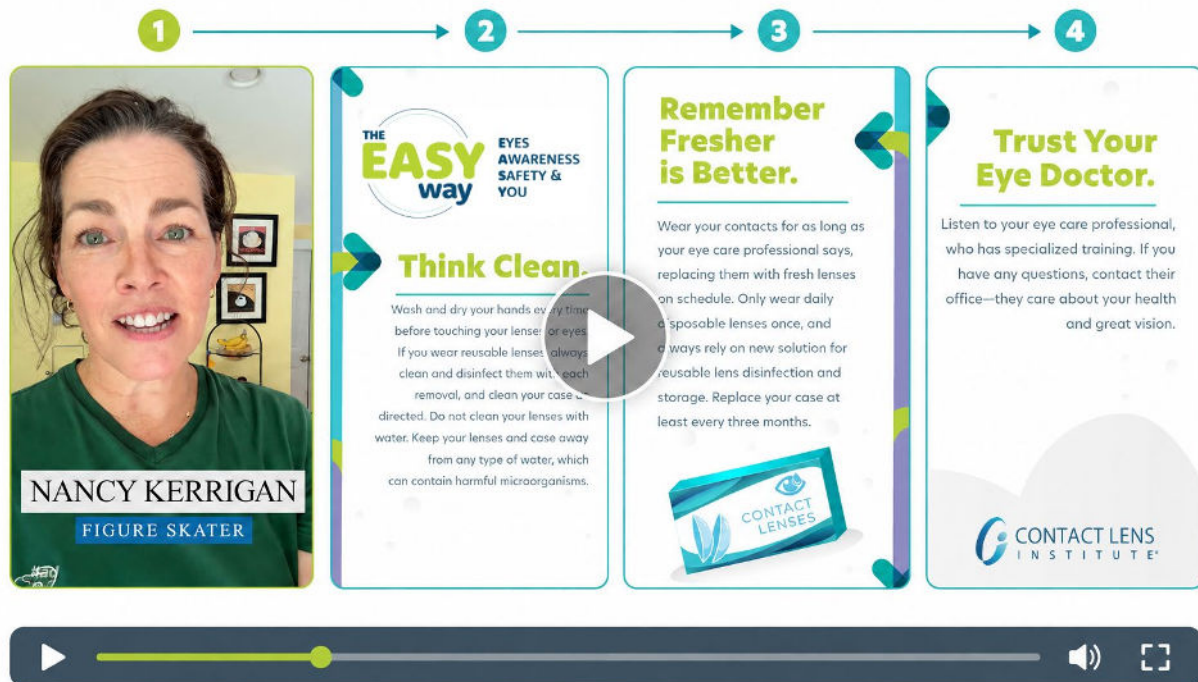
Contact Lens Institute Taps Figure Skater Nancy Kerrigan to Reinforce Healthy Wear and Care

Digital Campaign Encourages Eye Care Practices to Use The EASY Way with Patients

WASHINGTON, D.C., August 10, 2026—[Contact Lens Institute®](#) (CLI®) has tapped figure skater Nancy Kerrigan as the face of a new promotional campaign for *The EASY Way*, its healthy wear and care initiative. Kerrigan is an Olympic medalist and member of the United States Figure Skating Hall of Fame, as well as a longtime vision advocate and philanthropist.

“A lot of skating success comes from mastering fundamentals early on and sticking with them over time. That requires coaches who can break down the practices into simple actions,” says Kerrigan while speaking to the eye care community in a [video short on YouTube \(youtu.be/GLMEdxJggpc\)](https://youtu.be/GLMEdxJggpc).

“That also applies to your contact lens patients, especially for health and comfortable wear and care. It’s why Contact Lens Institute offers *The EASY Way*—three simple steps to improve patient experiences from the start.”



Graphic: Nancy Kerrigan & The EASY Way Video Stills. [Click Here for High Resolution PNG Download.](#)

The EASY Way (Eyes, Awareness, Safety and You) has been adopted by eye care practices across the U.S., Canada, and worldwide over the past six years. It includes simplified tips, attention-grabbing infographics, and companion digital resources for use in practices, presented in a memorable and straightforward way. All materials are available for free download within The EASY Way resource page on ContactLensInstitute.org. Central to 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. Do not clean your lenses with water. 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 know firsthand how important this is. And as a person with a blind mom, I know how important your eyesight is. You have to take care of those eyes; you only get one set,” continues Kerrigan.

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.

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.

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NANCY KERRIGAN

FIGURE SKATER