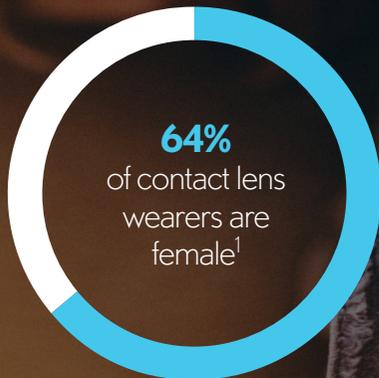


What Women Want.

A PATIENT PERSPECTIVE

What Women Want has been created by Bausch + Lomb to help eye care professionals (ECPs) understand your largest patient segment's relationships with contact lenses.



CONVENIENCE INTERESTS AND PASTIMES
JOB/CAREER RELATIONSHIPS **APPEARANCE**
FASHION **CHILDREN** MONEY RETIREMENT AGEING

Understanding the emotional and practical drivers that make women choose contact lenses will help you **find the right lens for your patients' needs.**

An awareness that **the reasons for choosing contact lenses may change** as your patient's life changes is just as important.

HOW WOMEN FEEL WHEN THEY:

Wear their lenses

I just look like me

Just wonderful

Free to just live my life

Empowered

Don't wear their lenses

*Like there's too much on my face**

*Encumbered by another accessory**

My face isn't fully put together

So vulnerable when I can't see

“ I'll do whatever I can to keep wearing them ”

*spectacles wearer



68% of women have only ever bought their contact lenses in-store¹



Women are more likely than men to view the practice as providing a healthcare service as opposed to a retail one²



Nearly a quarter (**23%**) of people who buy lenses in store do so because of the relationship they have with the optician¹

CONTACT LENS WEARING HABITS

Wearers were less concerned with the perceived quality of the lens, often buying in bulk and 'sitting on supplies' for years.

Value for money, but not necessarily cost, was important to everyone and had often caused women to **switch lens types** or providers.

Women make **sacrifices and trade-offs** to wear lenses if they are very attached to them, like:



Experiencing a lot of eye discomfort and even infections but persisting with use



Spending money on contact lenses even when on a low income



Not following ECP advice about length of wear/ appropriate care if it doesn't align with their own habits

WHAT WOMEN WANT FROM YOU

By really understanding your female patients and what is important to them you can help them to make the right choices and **build loyalty and trust**.

*I think it's really important that you don't feel pushed to buy something. But you feel like actually they are there because they want to know that your eyes are healthy and well looked after. **Kristina, 44***

TRUST CARE

LOYALTY SAFETY

*I bought my lenses online. Now, I do it with my opticians. I just feel a bit safer the way I'm doing it now. **Jessica, 36***

I'd like to know about the latest updates - I'm stuck in a package which I've just been in for years, and I'm sure the lenses have improved since then and the prices have improved, but I've been lazy I suppose.

Sue, 54

EXPERTISE UPDATES

What Women Want is the first in a series of initiatives designed to enhance your conversations with your patients.

Visit www.bausch.co.uk to view a short film of our insights and contact your **Bausch + Lomb Territory Business Manager** to find out more.