



**SOUND INSIGHT
REPORT | 2021**

Contact Lens Awareness

Seeing Life Through A Different Lens

scrivens
OPTICIANS | HEARING CARE

WELCOME TO OUR LATEST EDITION OF SOUND INSIGHT...

where we look to lift the lid on the many myths surrounding contact lenses.

And you don't have to look far to understand why contact lenses are met with such apprehension by so many. Our OnePoll research of 2,000 UK adults shows that two thirds of us tend to believe whatever we've been told, including **1 in 10 of us believe contact lenses can get stuck behind the eye.**

The top three false facts in our 'myth busting' survey that people believed to be true were '*chameleons change colours to blend in with their surroundings*', closely followed by '*most of your body heat escapes through your head*' and '*sugar causes hyperactivity in children*'.

SCRIVENS EXPERT SAYS:

"If enough people tell us the same thing we're inclined to believe it - even if it's not completely true. For many of us we will have believed certain tidbits of information to be true since childhood, so it's hard to accept we've been wrong for decades. It, therefore, comes as no surprise that the misconceptions around contact lenses, such as getting lost behind our eyeballs or freezing to our eyes in cold weather make the top 30 in our 'myth list'."



The Convenience Factor

When it came to contact lenses, almost half (46%) of those surveyed are put off wearing contact lenses because they think they are going to be too fiddly. But for those who do use contacts more than half (55%) believe the biggest benefit is convenience. Almost half also prefer how they look in contact lenses (44%), and just over a quarter (26%) cite playing sport as more enjoyable.



Customer Case Study

Gemma Jones lives an active lifestyle, juggling her young family, work and hobbies that include running and cycling. Gemma started wearing contact lenses when she was 12 years old and hasn't looked back. She says:

"I just love my contact lenses. They are so convenient and comfortable to wear, especially when I'm out on my bike or pounding the streets in my running shoes. Once they're in that's it, I can't misplace them, they don't steam up and they don't slip off my nose when I'm running."



LET'S GET MYTHACLE!

We hear so many misconceptions when it comes to contact lenses, that we thought we'd share our top 5 most common myths.

1. A contact lens can get lost behind your eye

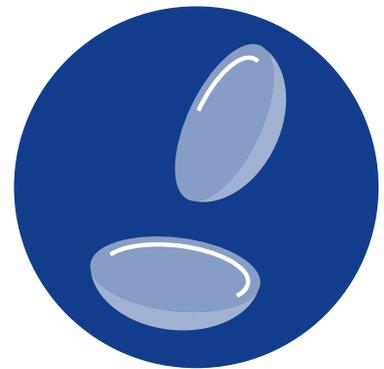
False. There is no way you can lose a contact lens behind the back of your eye. The conjunctiva (a thin, moist lining on the inner surface of your eye) prevents this from happening.



2. Contact lenses are difficult to look after

Not at all. Especially if you opt for daily disposable contact lenses. Once you've had your wear for the day (or event), simply remove the contact lenses and throw them in the bin. It's as easy as that.

If you decide to go for monthly contact lenses, they just need to be cleaned after each use which is easy enough.



3. I'm too old/too young to wear contact lenses

Not true. With changes in technology there are options for everyone, of all ages. For example, as we get older we may need extra help with reading or seeing things up close, but thanks to multifocal lenses we can accommodate multiple prescriptions in a single lens. This means you won't need to change lenses/glasses to read a menu up close, or to see a friend approaching you from a distance.



Contact lenses are also a great alternative to glasses for children:

- They offer extra freedom, particularly as kids are usually very active. There's no steaming up, no smudging, – not to mention no more expensive breakages.
- We know some children can be self-conscious about wearing glasses, usually as they start secondary school. Contact lenses can do wonders for your child's confidence and self-esteem.
- Contact lenses offer better depth of vision and complete peripheral vision, which is great if your child loves playing sports.



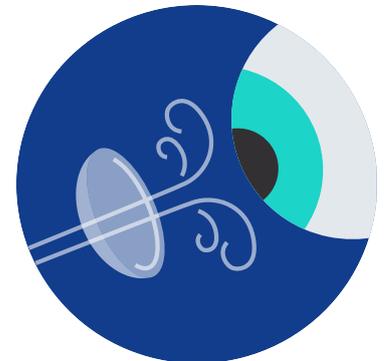
4. Contact lenses are more expensive than glasses

Not true. On average the cost of contact lenses vs glasses equals out, especially if you have a habit of losing, scratching or breaking your specs. In fact, you may find monthly contact lenses are more cost effective, as you'll only need 12 pairs of contact lenses per year.



5. Eyes need a regular day off from contact lenses to 'breathe'

Not true. Today's contact lenses are now made from highly breathable materials – so you can happily wear them every day.



SCRIVENS EXPERT SAYS:

"There are some real benefits of trying contact lenses that people tend to dismiss, including giving you greater and more natural field of vision as they move with your eye. Today's lenses are suitable for people of all ages, you are never too young or too old, and they are so soft and comfortable to wear for long periods of time and easy to look after."



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We hope you have enjoyed our latest Sound Insight Report.

If you would like to find out more about contact lenses and the range of options available, please check our website [here](#).

Alternatively, pop into one of our branches where our friendly team will be only too happy to answer any questions. Find your nearest Scrivens branch at [scrivens.com](https://www.scrivens.com)

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Research by OnePoll