

LOVE YOUR LENSES

**LOVE YOUR
LENSES WEEK
25-31 MARCH
2017**



Toolkit for
optometrists,
contact lens
opticians, optical
industry bodies and
contact lens retailers
and manufacturers

WELCOME TO OUR TOOLKIT

Contact lenses are enjoyed safely and loved by millions of people. If they are looked after properly, contact lenses are safe. However recent research commissioned by the General Optical Council (GOC) has indicated the extent to which not all contact lens wearers are consistent in their approach to looking after their lenses and, by not having a check-up at least once a year, one in four contact lens wearers (25%) are losing sight of their optician and the advice they can provide.

The Love Your Lenses campaign provides consumer-friendly information and ideas to help optometrists, contact lens opticians, contact lens manufacturers and retailers, and industry partners to celebrate the many benefits of contact lenses while reminding wearers of the need to treat contact lenses with love and respect.

The first ever Love Your Lenses Week will be taking place from 25 to 31 March 2017 and is the perfect opportunity to remind your customers, patients, members and partners to ‘love your lenses’!

This toolkit provides content and ideas to help your organisation to get involved with the week. Perhaps you’d like to hold an event in your practice, or put up some posters to promote conversations about contact lenses during the week?

Or maybe you could remind contact lens wearers how to treat lenses with love and respect via a newsletter or social media feed?

The information on the following pages is for you to use as you wish to help to encourage more people to love their lenses. If you require further information about Love Your Lenses Week 2017, please email hello@loveyourlenses.com.



ONE IN FOUR CONTACT LENS WEARERS (25%) ARE LOSING SIGHT OF THEIR OPTICIAN AND THE ADVICE THEY CAN PROVIDE.



CONTENTS:

Key messages	3
Logo and campaign identity	4
Website/newsletter copy	5
Posters	6
Social media content and hashtags	10
Activity ideas	11
Template press release	12

KEY MESSAGES

THE OVER-ARCHING MESSAGE
FOR THE CAMPAIGN IS:

**LOVE YOUR
LENSES**

THE LONG-TERM KEY MESSAGE
FOR CONTACT LENS WEARERS
IS:

**DON'T LOSE SIGHT OF
YOUR OPTICIAN**

2017 ACTIVITY FOCUSES ON
AFTERCARE "DOS AND DON'TS"
ASSOCIATED WITH WATER. THE
KEY MESSAGE IS:

**CONTACT LENSES
AND WATER
DON'T MIX**

LOGO AND CAMPAIGN IDENTITY

This is our logo and our logo versions.

The Love Your Lenses logo can be accessed by emailing hello@loveyourlenses.com and used on any materials you may wish to produce in support of Love Your Lenses Week 2017, such as on balloons, posters or flyers, or in newsletter or website copy.

The General Optical Council grants permission for the Love Your Lenses logo and branding to be used by registrants and optical industry partners solely for activities that are associated with the Love Your Lenses campaign or that are in the spirit of improving compliance with contact lens aftercare advice.

If you require a specific file type, please contact hello@loveyourlenses.com

Full colour



Black



Red and white



White (as shown on blue)



Blue and white



White (as shown on red)



Campaign typefaces:

Headline font

FAT FRANK
USE FOR HEADERS
IN UPPERCASE FOR
STANDOUT

Body copy font

URW Geometric regular
 Use this weight of font for all body copy

URW Geometric bold
 Use this weight of font for all bold body copy

Campaign colours:

Pantone 274
 R33 G21 B81
 C100 M100 Y7 K38



Pantone 206
 R206 G0 B55
 C0 M100 Y50 K0



GENERIC WEBSITE/ NEWSLETTER COPY

The copy below can be adapted and used by organisations wanting to write about the campaign in their own communications:

1 COPY FOR PROFESSIONAL AUDIENCES

Between 25 and 31 March, **[Insert organisation name]** will be joining forces with optometrists, contact lens opticians, and contact lens manufacturers and retailers across the UK to celebrate **Love Your Lenses Week 2017**.

Contact lenses are loved by millions of people and, if looked after properly, they are safe. However, research shows that not all contact lens wearers know how to look after their lenses properly.

Love Your Lenses Week is an opportunity to celebrate the many benefits that contact lenses can bring while also reminding wearers of the importance of treating their lenses with love and respect.

The key message for contact lens wearers is: “Don’t lose sight of your optician!”

As well as being a prime time for contact lens wearers to make an aftercare appointment if they’ve not had one in a while, it’s an ideal opportunity for eye care practitioners to remind contact lens wearers about how to get the best out of their contact lenses to ensure happy and healthy lens wear.

Eye care practitioners can find out more about the campaign and download tools and resources at loveyourlenses.com.

2 COPY FOR PUBLIC AUDIENCES

Contact lenses are work safely and loved by millions of people. However, research shows that not all contact lens wearers know how to look after their lenses properly.

The first ever Love Your Lenses Week is taking place between 25 and 31 March 2017. If you’ve not seen your optician in a while, it’s a prime time to book in an aftercare appointment.

At these appointments, your optician will check that your contact lenses are fitting correctly and that your vision is good, and will talk to you about the best ways to care for your lenses to make sure your eyes stay healthy.

If you love your eyes, you should love your lenses. As well as cleaning and storing contact lenses properly, there are other steps that should be taken, such as making sure they never come in to contact with water and always taking them out before going in the bath or shower.

Find out more about how to love your lenses at: loveyourlenses.com.

POSTERS

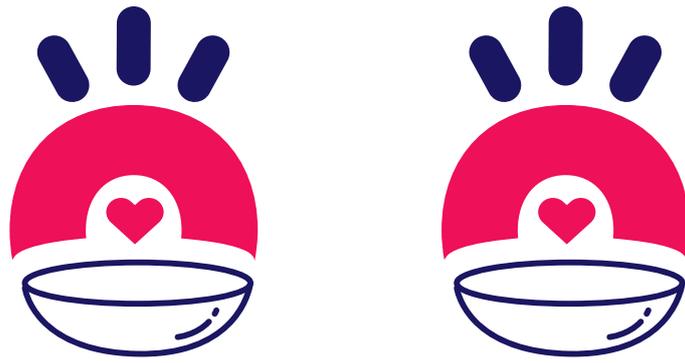
The posters on the following pages can be printed and put up in stores or offices, or distributed to contact lens wearers.



**D
ON'T
LOSE
SIGHT
OF YOUR
OPTICIAN**

Loveyourlenses.com

**LOVE YOUR
LENSES**



LOVE YOUR EYES, LOVE YOUR LENSES

Contact lenses are enjoyed safely and loved by millions of people.

But not all contact lens wearers know how to look after their lenses properly.

If you love your eyes, love your lenses.

Visit loveyourlenses.com to find out how to keep your eyes healthy.



CONTACT LENSES AND WATER DON'T MIX



Contact lenses are enjoyed safely by millions of people.

But contact lenses and water don't mix.

Use clean, dry hands when touching your lenses and take them out before swimming, showering or washing your face.

Love your eyes. Love your lenses.

Loveyourlenses.com

LOVE YOUR
LENSES

SOCIAL MEDIA

The social media handles for the Love Your Lenses campaign are:

SPREAD THE CAMPAIGN



@YourLenses



LoveYourLensesUK



#LoveYourLenses

Throughout Love Your Lenses Week, the Love Your Lenses team will be posting content and infographics about the campaign through the channels above. We would be very grateful if your organisation can follow us on Twitter and Facebook and share and re-post as much of this content as possible.



**LOVE YOUR
LENSES**

IDEAS FOR THE WEEK

Love Your Lenses Week is a great opportunity for your organisation to do something a bit different while also helping to improve compliance with contact lens aftercare.



TOP 10 IDEAS FOR LOVE YOUR LENSES WEEK

- 1** Write about the campaign in your newsletter or on your website
- 2** Send a letter to remind your contact lens wearing patients about the importance of aftercare
- 3** Enter everyone who books or has an aftercare appointment during the week into a free prize draw
- 4** Put up Love Your Lenses posters in stores and workplaces
- 5** Produce and hand out Love Your Lenses branded balloons
- 6** Produce Love Your Lenses t-shirts or lapel badges for your team
- 7** Hold a walk-in eye-health 'MOT' event in store
- 8** Offer discount-rate aftercare appointments during the week
- 9** Hold a training event to remind all staff of the importance of contact lens aftercare
- 10** Share Love Your Lenses social media content via your organisation's channels

TEMPLATE PRESS RELEASE

If you are holding an event during the week, tell your local media about it! The template release below provides the key facts about the week and can be tailored to promote your activity.

<INSERT BRIEF HEADLINE TO HIGHLIGHT ACTIVITY>

<COMPANY/ORGANISATION>, based in <LOCATION>, will be <INSERT BRIEF DESCRIPTION OF ACTIVITY> during Love Your Lenses Week 2017, which runs from 25 to 31 March 2017.

The awareness week aims to celebrate the many benefits contact lenses can provide while also highlighting the importance of having regular contact lens check-ups and following aftercare advice.

<INSERT FURTHER DETAILS ABOUT ACTIVITY>

Alistair Bridge, Director of Strategy at the General Optical Council, which is orchestrating the week on behalf of the optical industry, said:

“Contact lenses are enjoyed safely and loved by millions of people. If they are looked after properly they are safe and effective, however, not all contact lens wearers know how to look after them properly. All contact lens wearers, including people who wear ‘cosmetic’ lenses, should go for a contact lens check-up at least every year. Their optician can tell them how to keep their eyes healthy, for example, by making sure their lenses don’t ever come into contact with water.”

Further advice for contact lens wearers can be found at: loveyourlenses.com

Notes to editors

For more information please contact: <INSERT ORGANISATION CONTACT DETAILS>

About the General Optical Council

The GOC is the regulator for the optical professions in the UK. Its purpose is to protect the public by promoting high standards of education, performance and conduct amongst opticians. The Council currently registers around 29,000 optometrists, dispensing opticians, student opticians and optical businesses.

About Love Your Lenses

Love Your Lenses activity is orchestrated by the General Optical Council with involvement and support from opticians, industry partners and manufacturers around the UK.

LOVE YOUR LENSES

About the General Optical Council

The GOC is the regulator for the optical professions in the UK. Its purpose is to protect the public by promoting high standards of education, performance and conduct amongst opticians. The Council currently registers around 29,000 optometrists, dispensing opticians, student opticians and optical businesses.



About Love Your Lenses

Love Your Lenses activity is orchestrated by the General Optical Council with involvement and support from opticians, industry partners and manufacturers around the UK.