



Best practice for the selling of Contact Lenses and Lens Care Products

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Introduction

The importance of new distribution channels (namely the Internet) for contact lenses (CLs) and lens care products (LCPs) increases continuously.

The ECLF provides this Best Practice document as guidance for all those engaged in the selling of contact lenses.

Following and / or implementing these practices will result in good client services being provided to the customers. It also points out the need for professional care when wearing contact lenses.

About ECLF, the author

The European Contact Lens Forum (ECLF) is the exchange platform between **all contact lens specialists and the contact lens / lens care industry**. It consists of (in alphabetical order):

- É **ECLSO** = European Contact Lens Society of **Ophthalmology**
- É **ECOO** = European Council of **Optometry and Optics**
- É **EFCLIN** = European Federation of **Contact Lens Industry**
- É **EUROMCONTACT** = European Federation of National Associations and International **Manufacturers of Contact Lens and Lens Care Products**
- É **IACLE** = International Association of **Contact Lens Educators**

Best Practice

Next to the ordering or selling process, a considerate and professional distributor of contact lenses and lens care products seller would:

- remind buyers about the need for, and benefits of, a contact lens fitting and regular after care visits to the Contact Lens Specialist
- clearly remind buyers to adhere to the recommended replacement and wearing schedule as specified by the Contact Lens Specialist
- provide brand specific Instructions for Use (IfU) with each sale
- point out the potential incompatibilities between CLs and care products and therefore recommend not to change the care product from the recommended ones without consulting a Contact Lens Specialist
- ask the buyer at each transaction for their current, valid, CL specification
- verify the specification with the issuing Contact Lens Specialist, especially when this is unclear
- point the customer to their Contact Lens Specialist when asked for alternative products, unless using a list that shows the Private Label and the original brand name, as you cannot substitute without replicating the actual specification
- warn about buying CLs without having had them fitted by a Contact Lens Specialist
- have a network of Contact Lens Specialists to refer the buyer for the fitting, after care, or examination of potentially CL related eye problems
- explain and justify any advice given
- ensure all staff understand the processes required for fitting and after care and can explain those and the related benefits, either verbally or in writing
- understand what adverse events are and knows the importance of immediate contact with a Contact Lens Specialist
- support manufacturers in being compliant with the vigilance rules contained in the medical device legislation
- know that CLs and care products are medical devices and their development, production, packaging and labelling are regulated. These regulations need to be adhered to by the seller
- only sell correctly and completely labelled products in original packs
- not alter or manipulate original packs
- respect all applicable laws about the fitting and selling of CLs
- ensure staff are trained and are compliant with all of the above