

# Alcon Launches Global Eye Health Awareness Program

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Alcon, a global leader in eye health, has announced the launch of its new global eye health awareness program, "See the World, See the Difference." The program aims to raise awareness about the importance of eye health and the impact it can have on people's lives. The program will be rolled out in 14 countries across five continents, with a focus on education, advocacy, and community engagement.

Peter Hendicott, MAppSc, "We are excited to launch this program, which will help us reach more people and raise awareness about the importance of eye health. We believe that everyone deserves to see the world and the difference it can make in their lives. By working together, we can help ensure that everyone has access to the care and resources they need to maintain good eye health."

"We are grateful to have the support of our partners in this program, including the World Council of Optometry, the International Society of Optometry, and the International Society of Refractive Surgery. Together, we can make a real difference in the lives of people around the world," said Carla Mack, OD, MBA, FAAO, FBCLA, "We are excited to be a part of this program and to help raise awareness about the importance of eye health. We believe that everyone deserves to see the world and the difference it can make in their lives. By working together, we can help ensure that everyone has access to the care and resources they need to maintain good eye health."

For more information, visit [www.worldcouncilofoptometry.info](http://www.worldcouncilofoptometry.info).



1 MarketScope (2020) 2020 Dry Eye Products Market Report. A Global Analysis for 2019 to 2025. October 2020.

2 Stapleton F, Alves M, Bunya VY, Jalbert I, Lekhanont K et al. (2017) TFOS DEWS II Epidemiology Report. Ocul Surf 15 (3): 334-365.

3 Schiffman RM, Walt JG, Jacobsen G, Doyle JJ, Lebovics G et al. (2003) Utility assessment among patients with dry eye disease. *Ophthalmology* 110 (7): 1412-1419

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