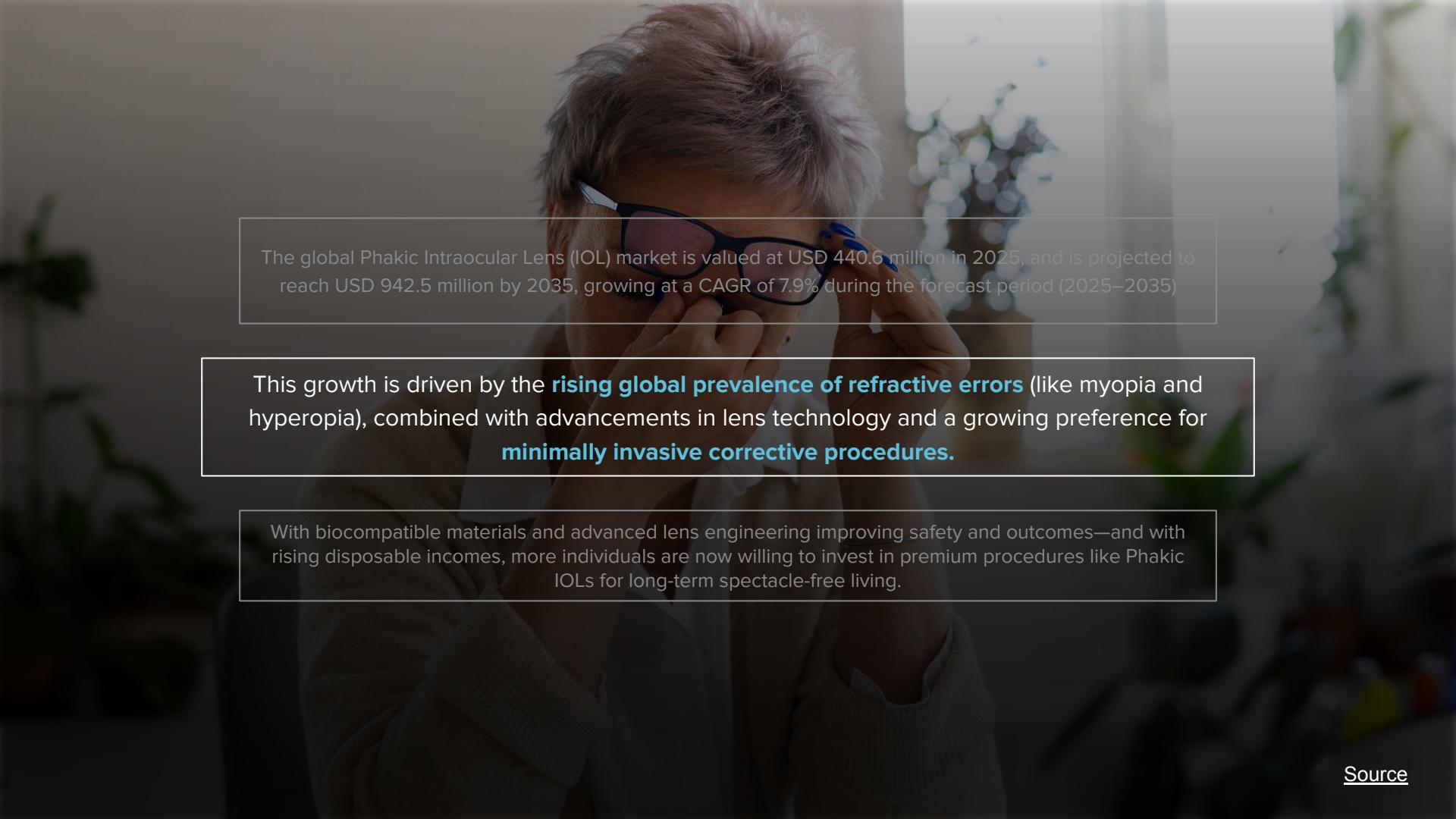
A woman with short brown hair and glasses is looking down at a tablet or smartphone screen. She is wearing a light-colored top. The background is slightly blurred, showing some greenery.

The global Phakic Intraocular Lens (IOL) market is valued at **USD 440.6 million in 2025**, and is projected to reach **USD 942.5 million by 2035**, growing at a CAGR of 7.9% during the forecast period (2025–2035).

This growth is driven by the rising global prevalence of refractive errors (like myopia and hyperopia), combined with advancements in lens technology and a growing preference for minimally invasive corrective procedures.

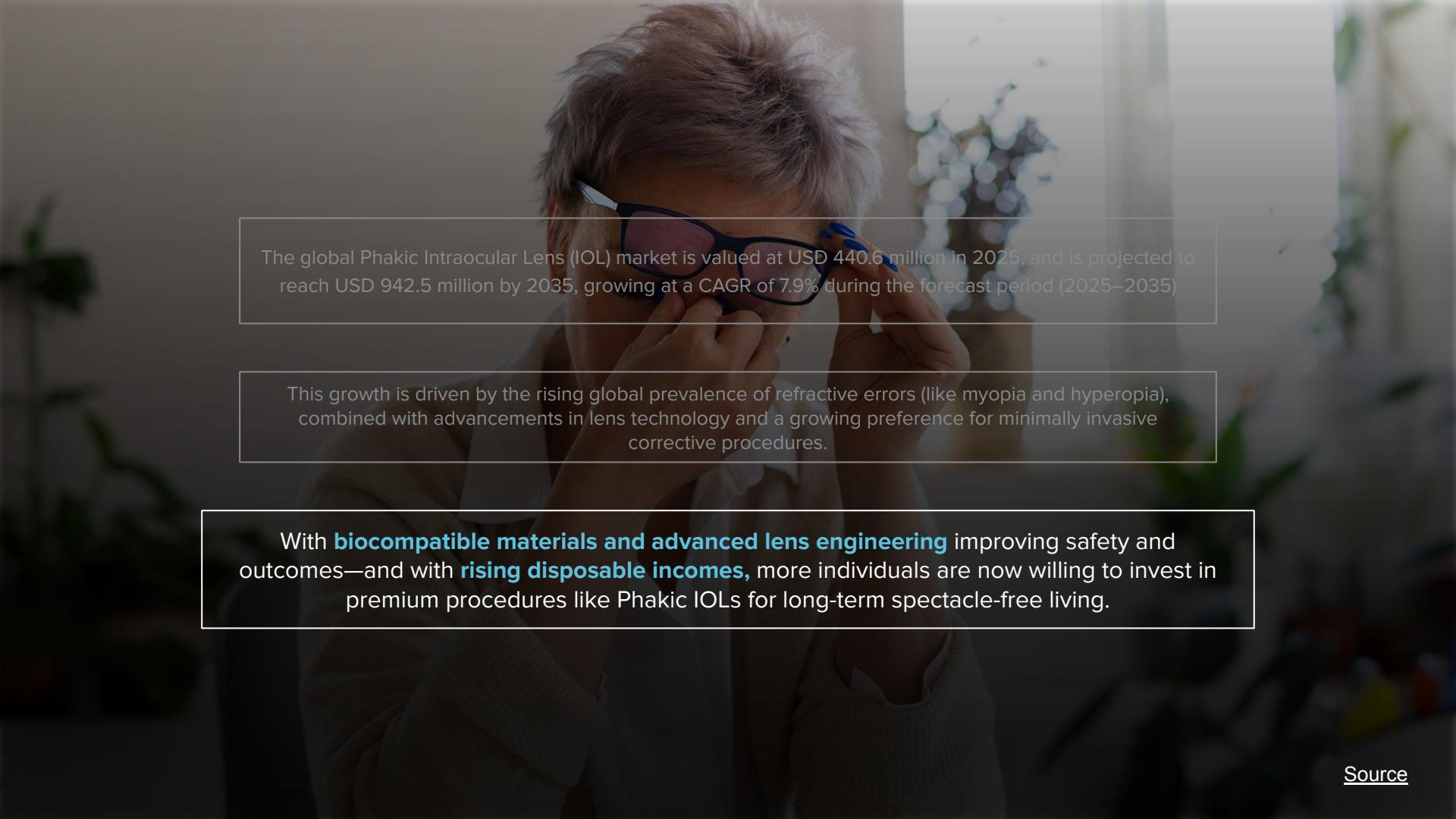
With biocompatible materials and advanced lens engineering improving safety and outcomes—and with rising disposable incomes, more individuals are now willing to invest in premium procedures like Phakic IOLs for long-term spectacle-free living.

A woman with short, light-colored hair is shown from the side and slightly from behind. She is wearing dark-rimmed glasses and a light-colored top. Her hands are resting on a surface in front of her, and she appears to be looking down at something. The background is blurred, showing some foliage and what might be a window or a bright outdoor area.

The global Phakic Intraocular Lens (IOL) market is valued at USD 440.6 million in 2025, and is projected to reach USD 942.5 million by 2035, growing at a CAGR of 7.9% during the forecast period (2025–2035)

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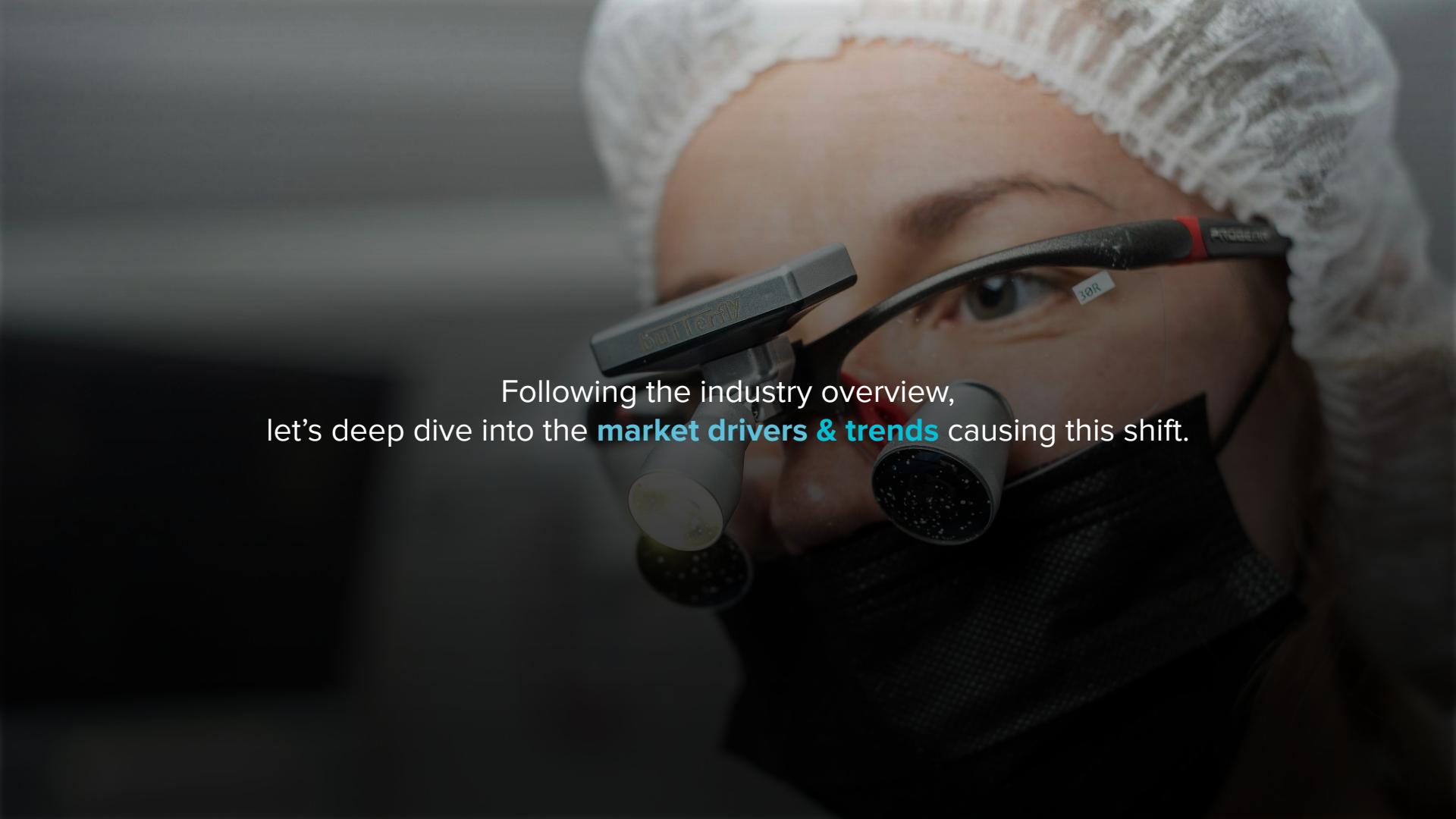
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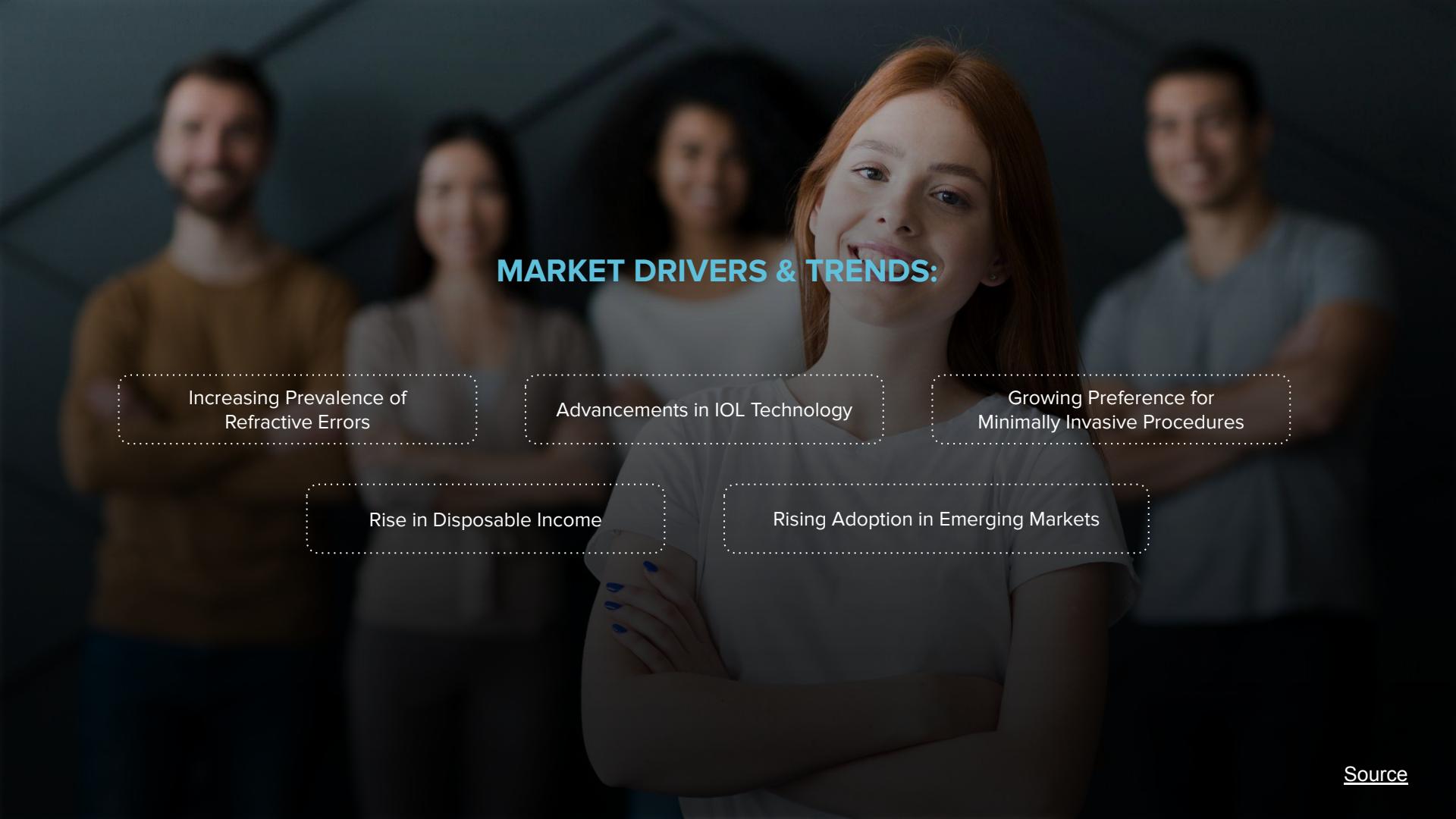
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With **biocompatible materials and advanced lens engineering** improving safety and outcomes—and with **rising disposable incomes**, more individuals are now willing to invest in premium procedures like Phakic IOLs for long-term spectacle-free living.



Following the industry overview,
let's deep dive into the **market drivers & trends** causing this shift.



MARKET DRIVERS & TRENDS:

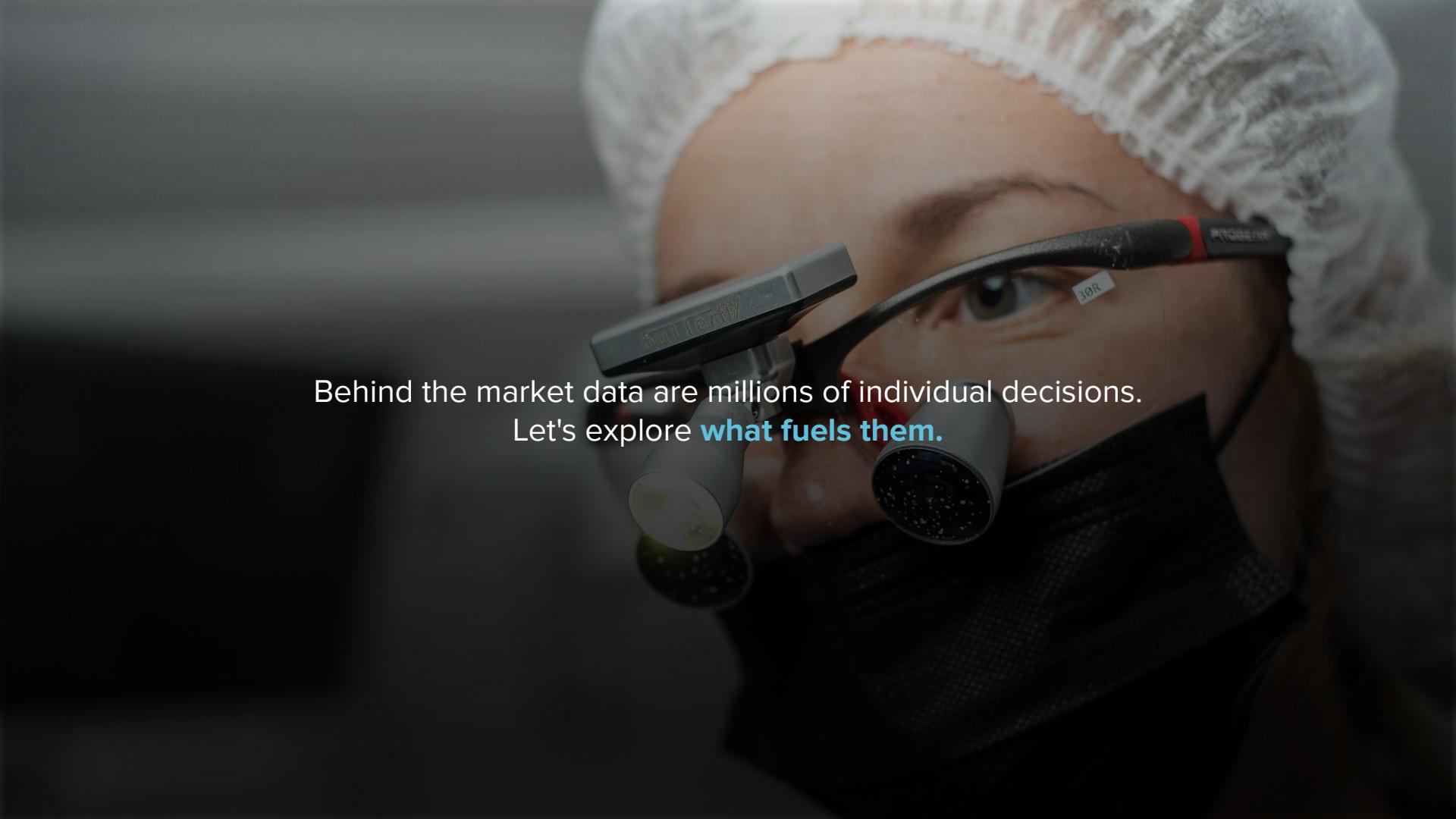
Increasing Prevalence of
Refractive Errors

Advancements in IOL Technology

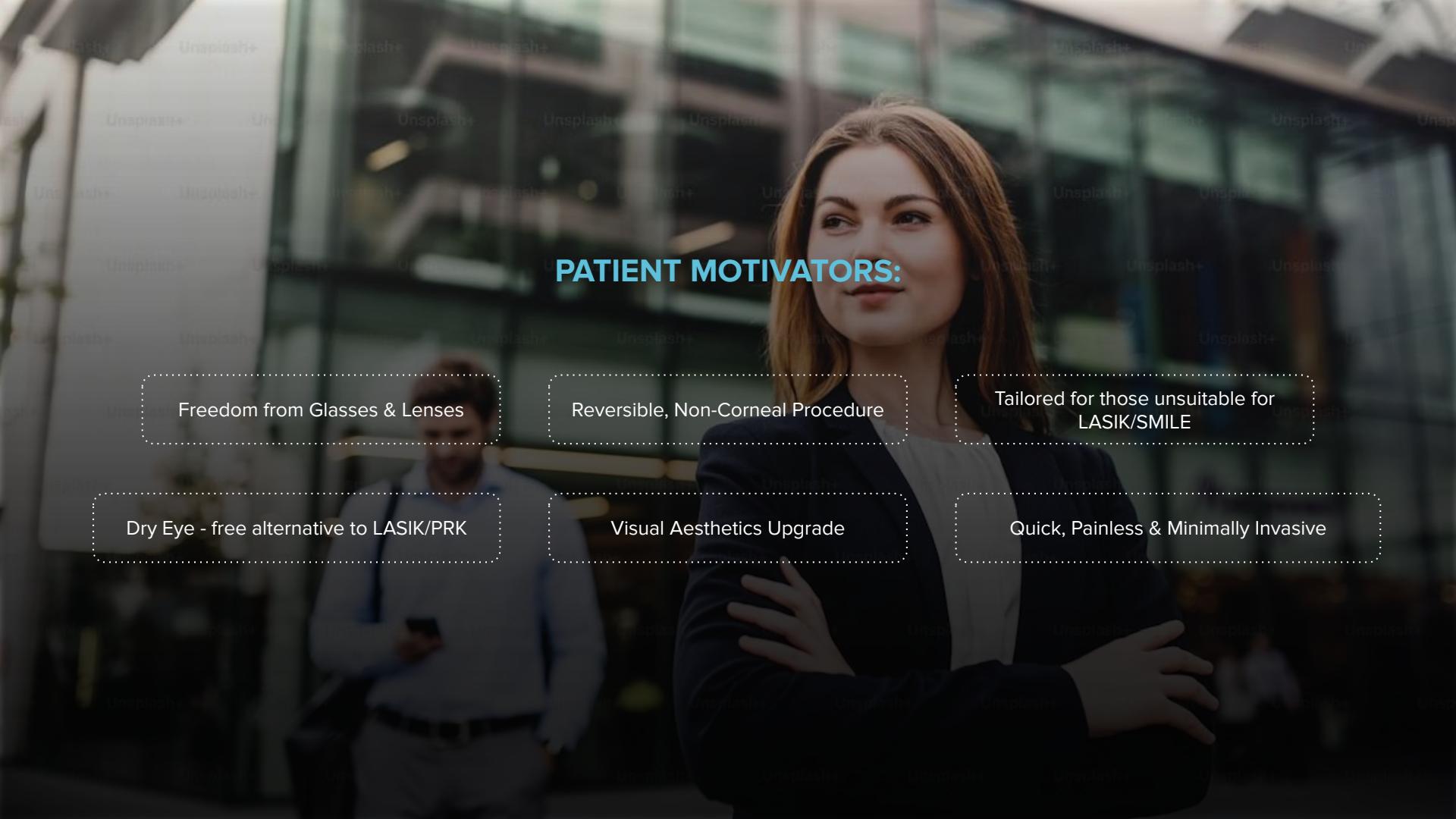
Growing Preference for
Minimally Invasive Procedures

Rise in Disposable Income

Rising Adoption in Emerging Markets



Behind the market data are millions of individual decisions.
Let's explore **what fuels them.**



PATIENT MOTIVATORS:

Freedom from Glasses & Lenses

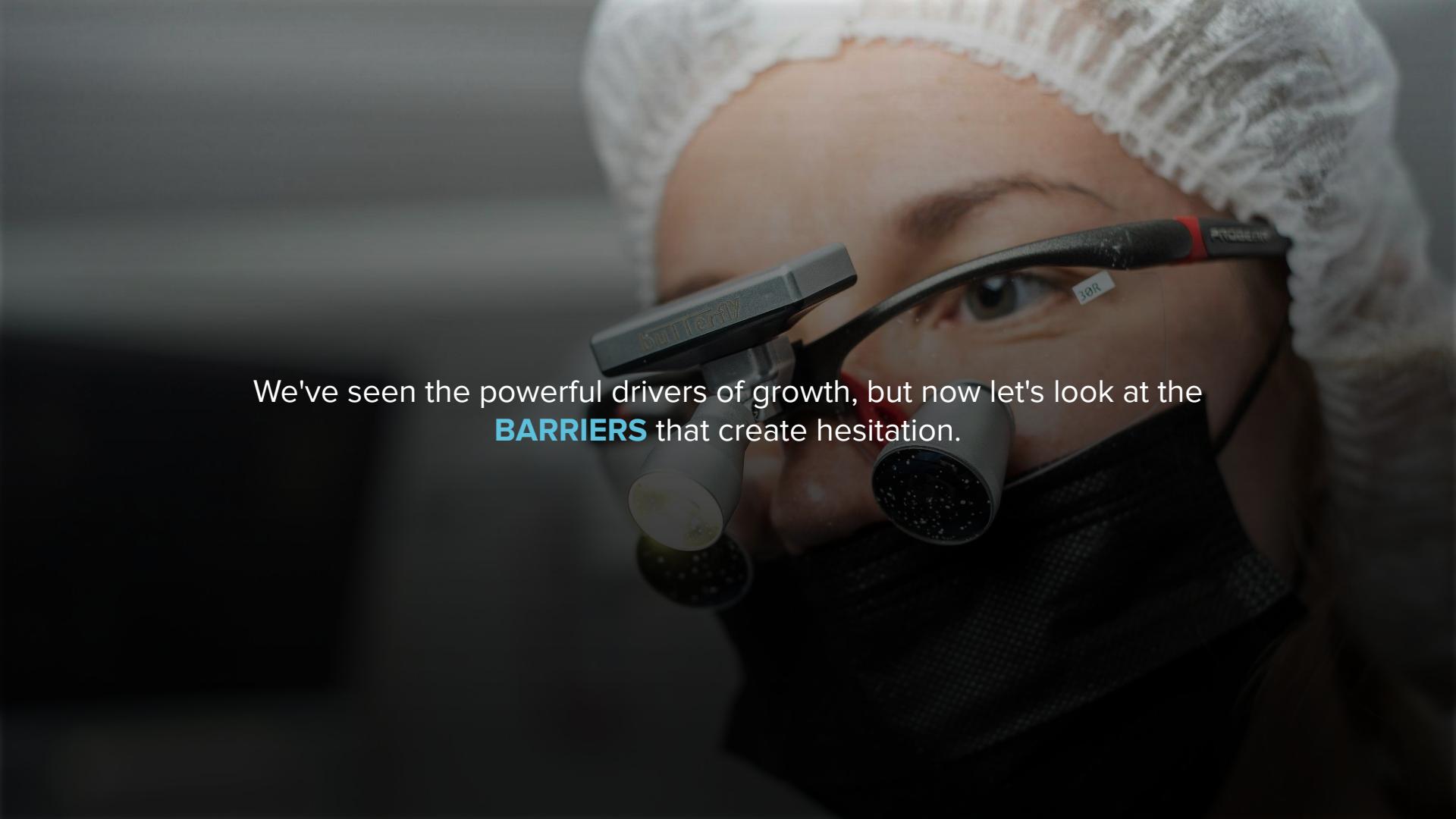
Reversible, Non-Corneal Procedure

Tailored for those unsuitable for
LASIK/SMILE

Dry Eye - free alternative to LASIK/PRK

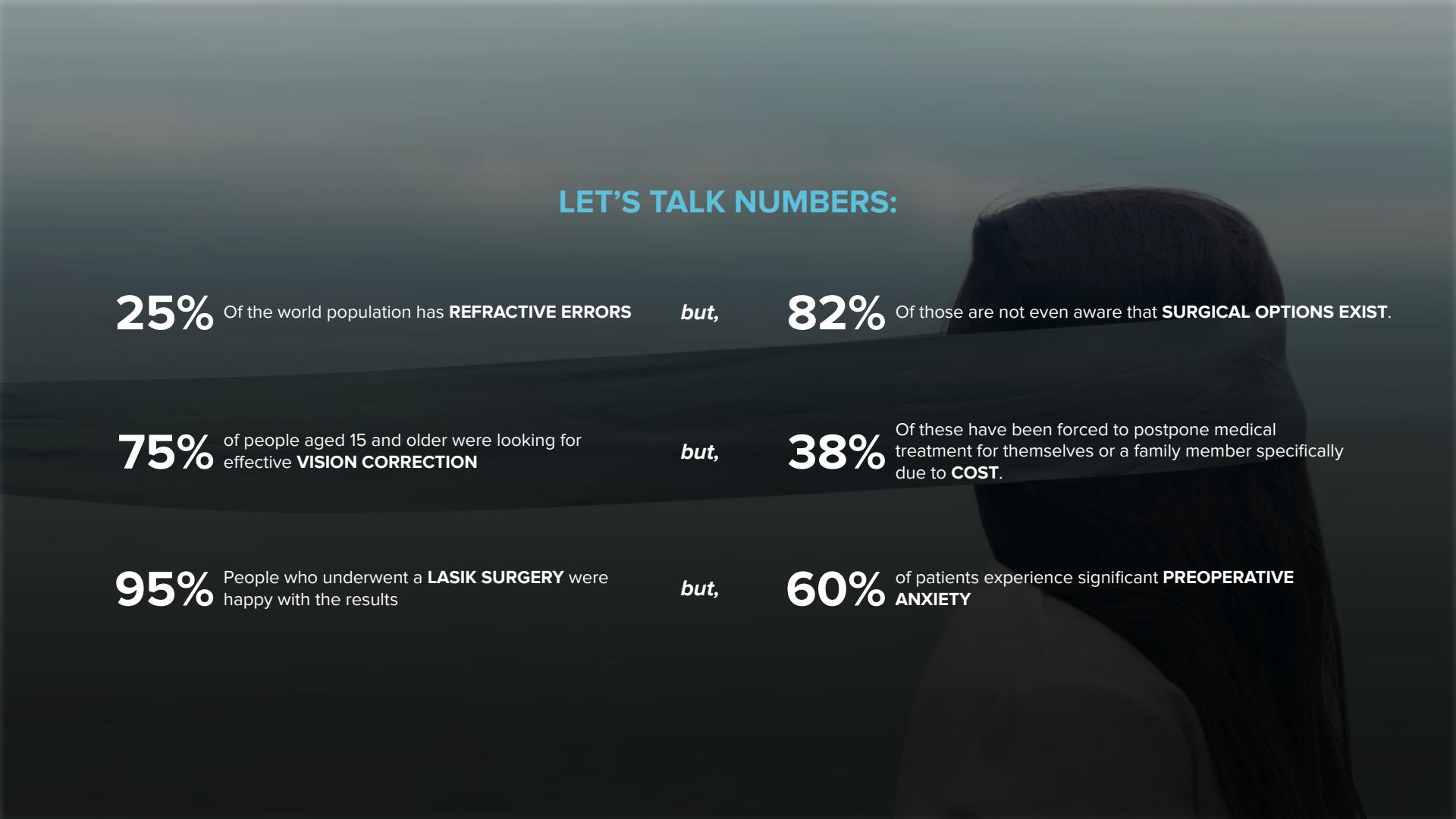
Visual Aesthetics Upgrade

Quick, Painless & Minimally Invasive



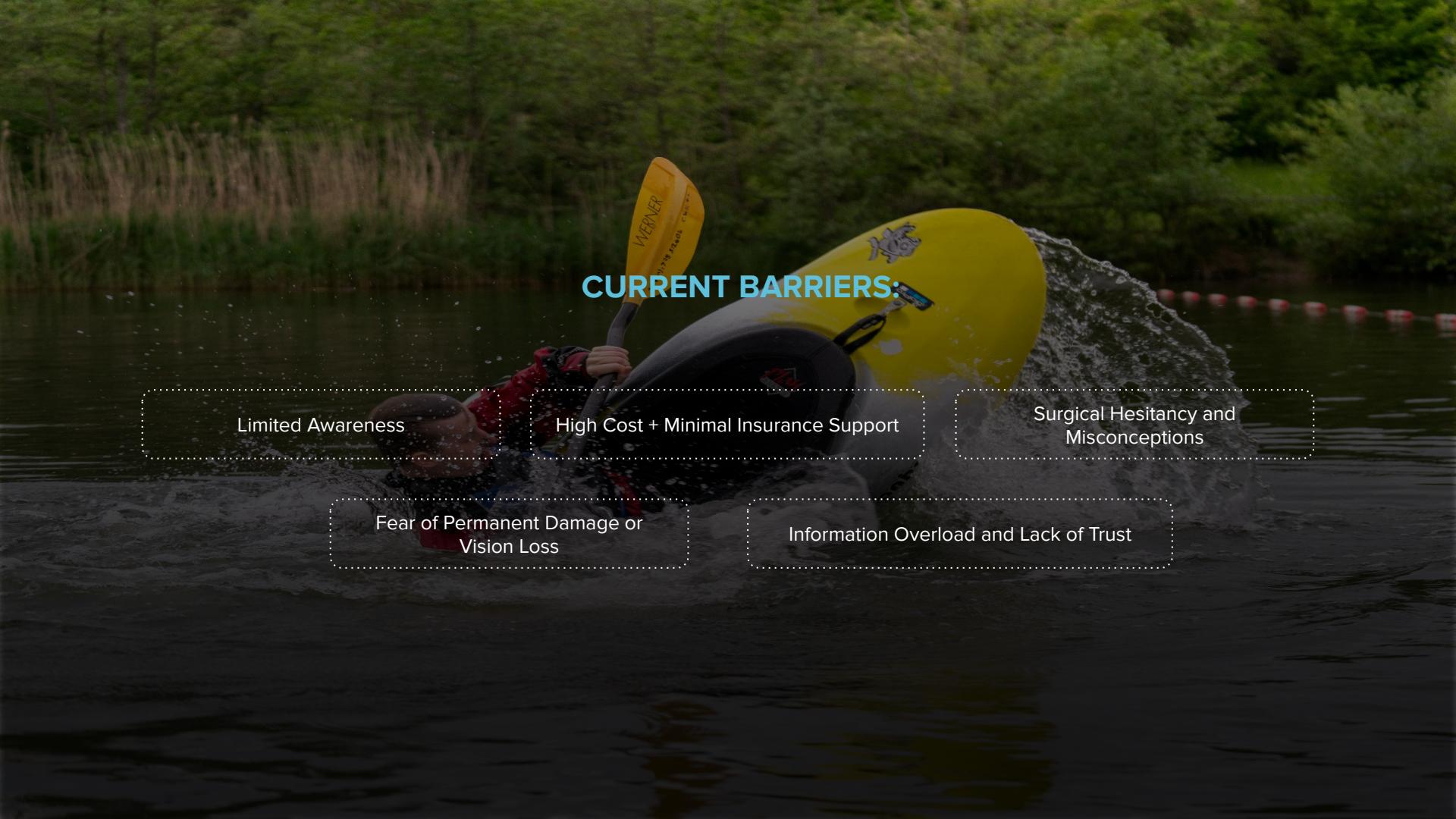
We've seen the powerful drivers of growth, but now let's look at the
BARRIERS that create hesitation.

LET'S TALK NUMBERS:

- 
- A dark, moody photograph of a woman with long dark hair, seen from behind and slightly to the side. She is looking towards a bright horizon over a body of water. The sky is a gradient of dark blues and blacks.
- 25%** Of the world population has **REFRACTIVE ERRORS** *but,* **82%** Of those are not even aware that **SURGICAL OPTIONS EXIST.**
 - 75%** of people aged 15 and older were looking for effective **VISION CORRECTION** *but,* **38%** Of these have been forced to postpone medical treatment for themselves or a family member specifically due to **COST.**
 - 95%** People who underwent a **LASIK SURGERY** were happy with the results *but,* **60%** of patients experience significant **PREOPERATIVE ANXIETY**

A close-up photograph of a surgeon's face. The surgeon is wearing a white surgical cap and a black surgical mask. A head-mounted display (HMD) is attached to their forehead, with a camera mounted on the bridge of their nose. The HMD has the brand name "Butterfly" visible on its side. The surgeon's eyes are focused downwards, likely at a patient or procedure. The background is dark and out of focus.

The dream is **CLEAR VISION**, but what
FEARS AND OBSTACLES stand in the way?

A photograph of a person in a yellow kayak on a river. The person is wearing a black helmet and a red life vest, and is holding a yellow paddle with "WERNER" written on it. A splash of water is visible in the foreground. The background shows a line of red buoys and green trees.

CURRENT BARRIERS:

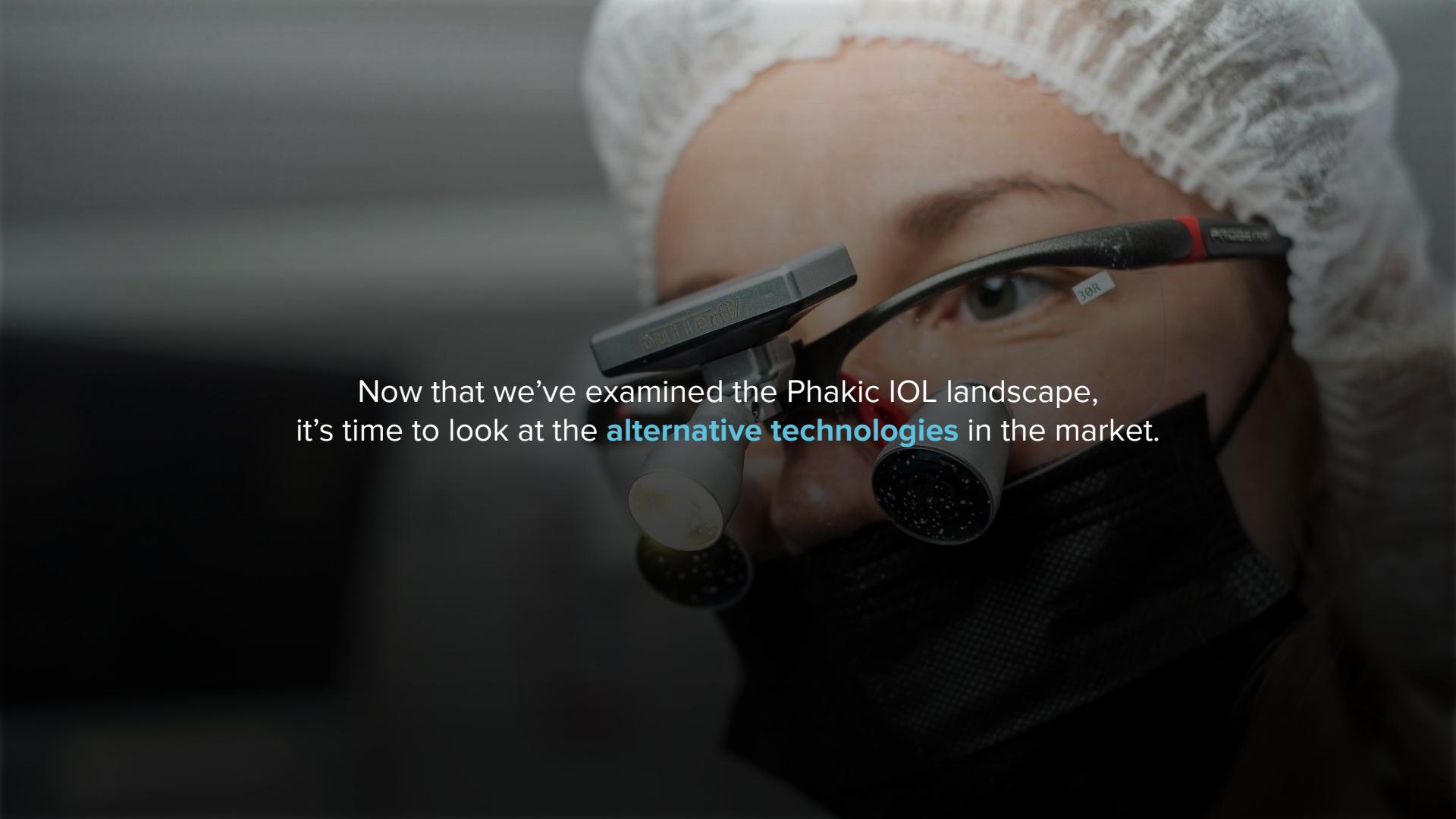
Limited Awareness

High Cost + Minimal Insurance Support

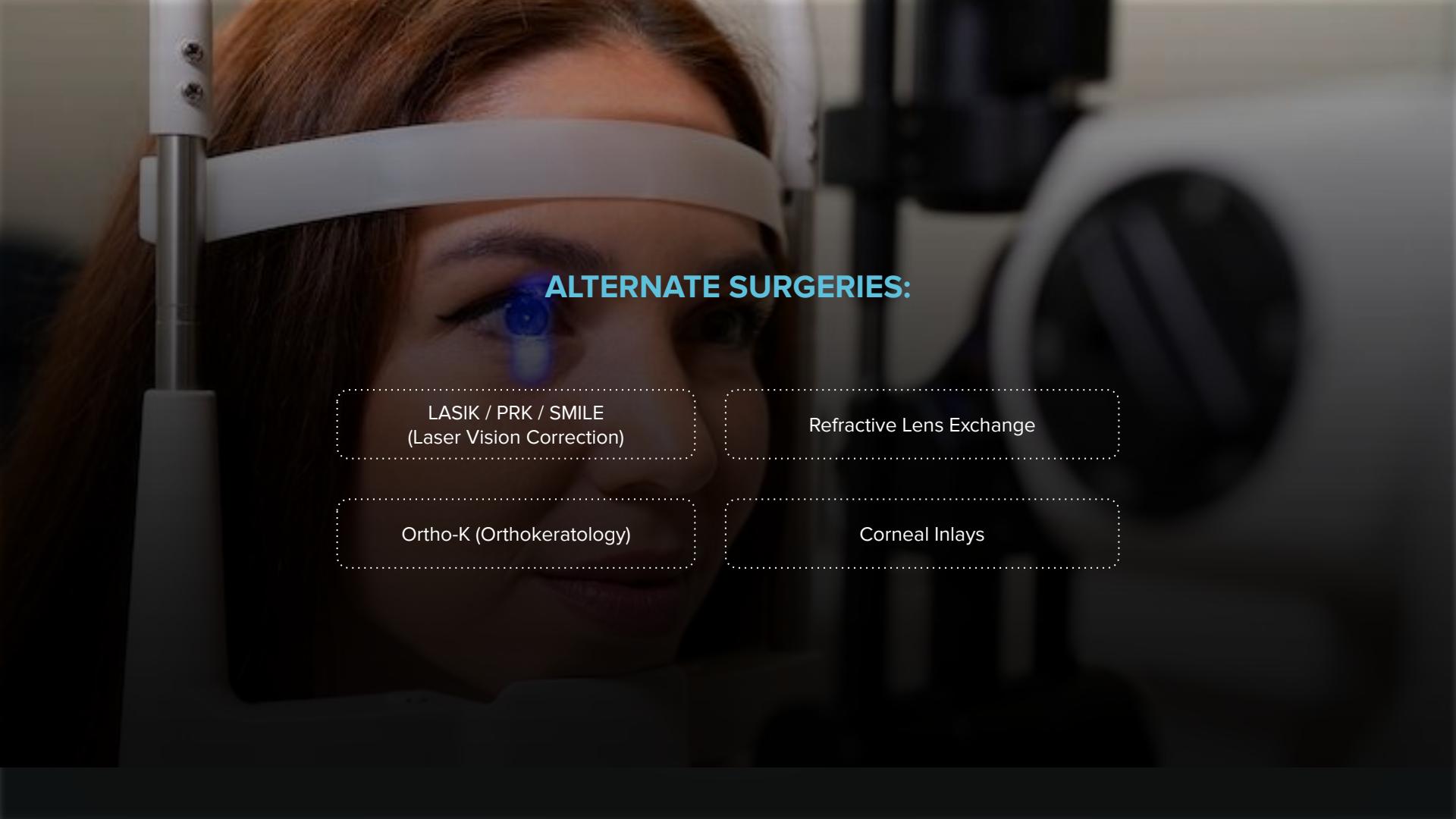
Surgical Hesitancy and
Misconceptions

Fear of Permanent Damage or
Vision Loss

Information Overload and Lack of Trust

A close-up photograph of a surgeon's face. The surgeon is wearing a white surgical cap and a black surgical mask. They are wearing a pair of surgical loupes with a magnification of 3.0x. The brand name "Butterfly" is visible on the left loupe. The surgeon's eyes are focused downwards, likely at a surgical field. The background is dark and out of focus.

Now that we've examined the Phakic IOL landscape,
it's time to look at the **alternative technologies** in the market.



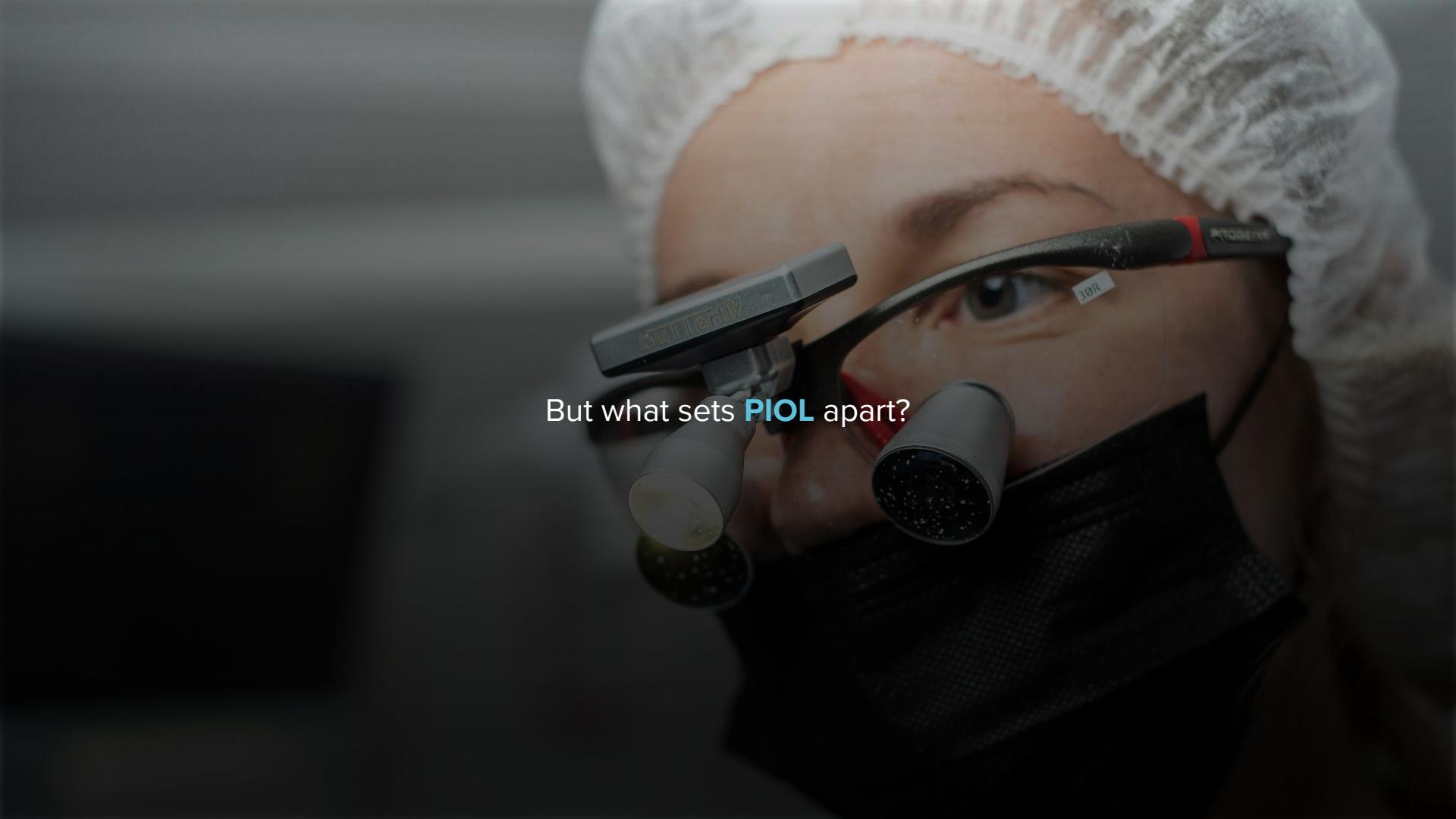
ALTERNATE SURGERIES:

LASIK / PRK / SMILE
(Laser Vision Correction)

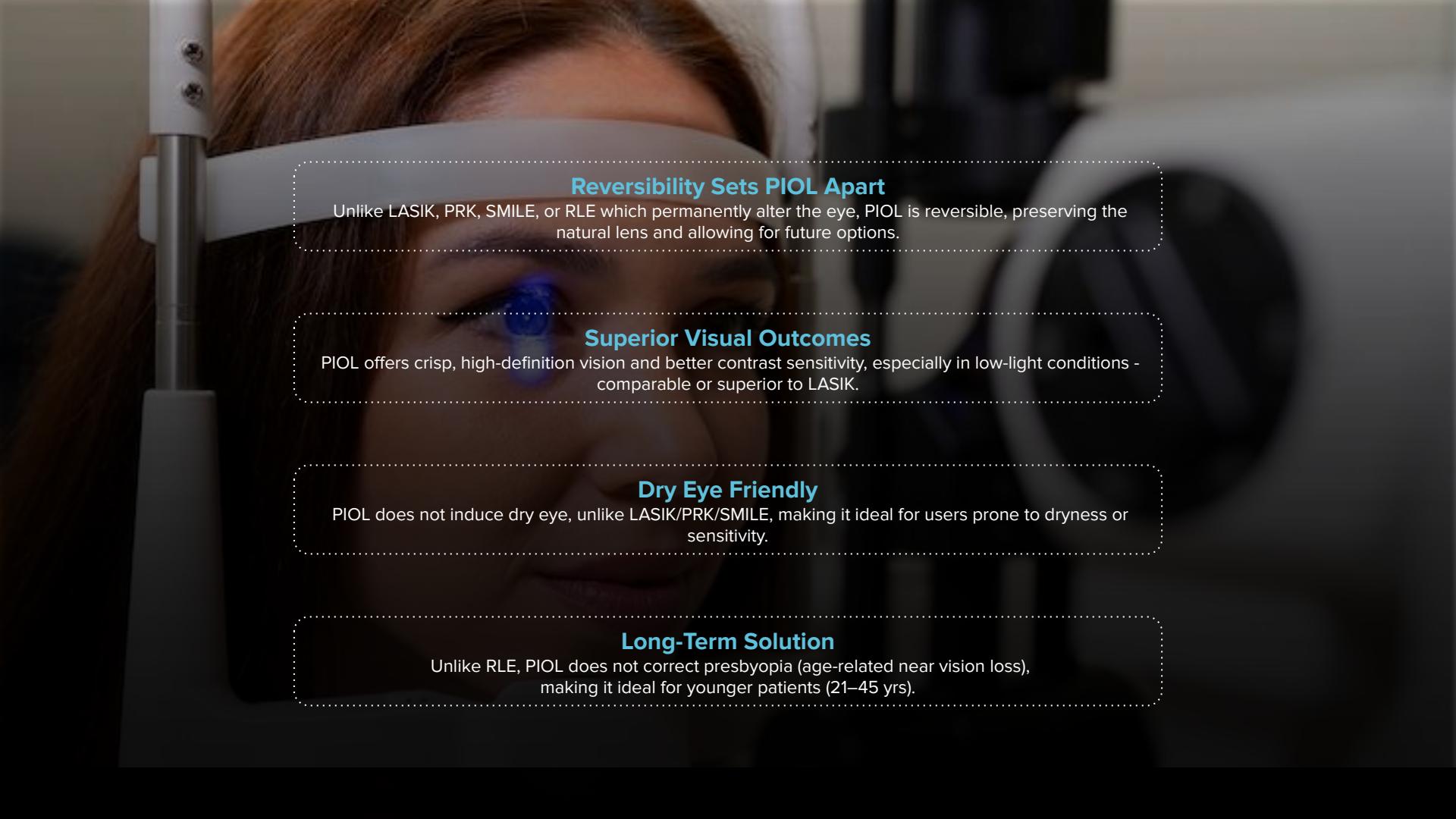
Refractive Lens Exchange

Ortho-K (Orthokeratology)

Corneal Inlays

A close-up photograph of a surgeon's face. The surgeon is wearing a white surgical cap and a black surgical mask. A Microsoft HoloLens device is mounted on their forehead, with the brand name "Butterfly" visible on the side of the headset. The surgeon is looking down and to the left, focused on a procedure. The background is dark and out of focus.

But what sets **PIOL** apart?



Reversibility Sets PIOL Apart

Unlike LASIK, PRK, SMILE, or RLE which permanently alter the eye, PIOL is reversible, preserving the natural lens and allowing for future options.

Superior Visual Outcomes

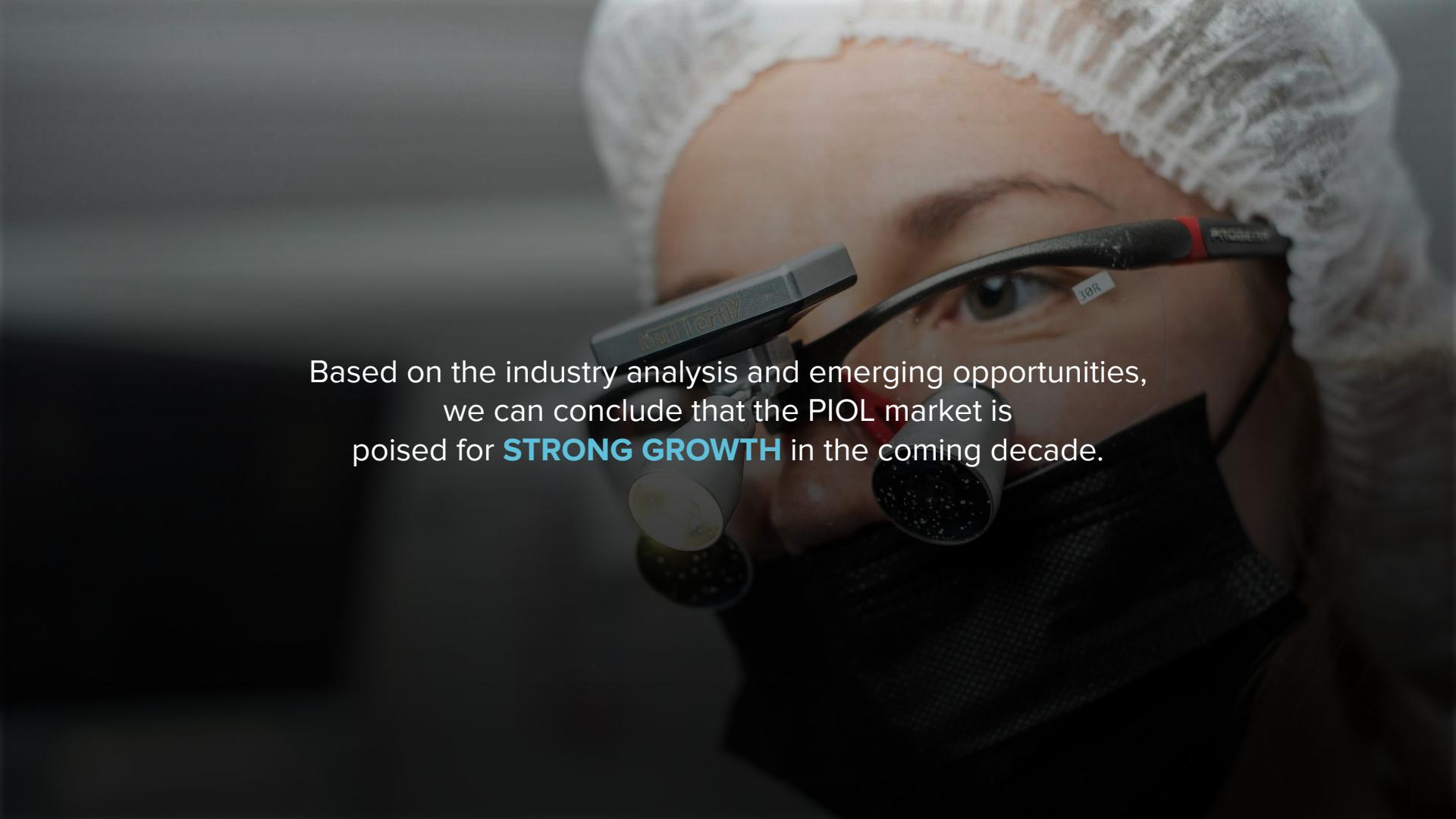
PIOL offers crisp, high-definition vision and better contrast sensitivity, especially in low-light conditions - comparable or superior to LASIK.

Dry Eye Friendly

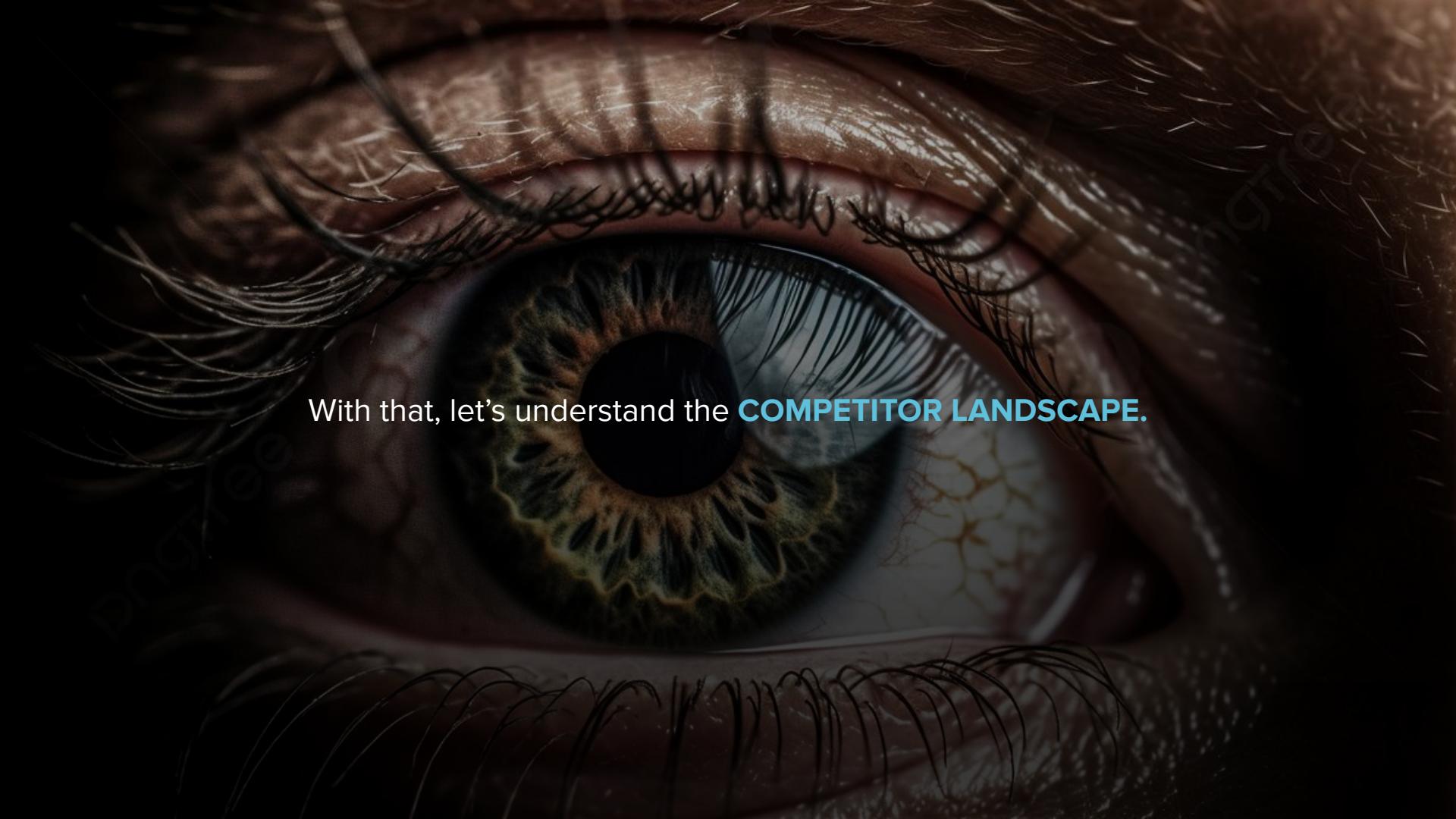
PIOL does not induce dry eye, unlike LASIK/PRK/SMILE, making it ideal for users prone to dryness or sensitivity.

Long-Term Solution

Unlike RLE, PIOL does not correct presbyopia (age-related near vision loss), making it ideal for younger patients (21–45 yrs).

A close-up photograph of a surgeon's face. The surgeon is wearing a white surgical cap and a black surgical mask. They are looking down at a patient's eye, which is being examined with a handheld slit lamp microscope. The surgeon's eyes are visible through the eyepiece of the microscope. The background is dark, suggesting an operating room environment.

Based on the industry analysis and emerging opportunities,
we can conclude that the PIOL market is
poised for **STRONG GROWTH** in the coming decade.



With that, let's understand the **COMPETITOR LANDSCAPE**.

A close-up photograph of a brown eye, serving as the background for the entire slide. The eye is looking directly at the viewer, with dark eyelashes visible.

**DIRECT
COMPETITION**

EYE TECHNOLOGY



**INDUSTRY
BENCHMARKING
(B2C)**

MEDICAL CENTERS



**COSMETIC
SURGERY**

**Allergan
Aesthetics**

MERZ AESTHETICS®



STAAR[®]
SURGICAL

Brand Positioning

Staar positions itself as a premium, innovative leader in refractive eye surgery through its EVO Implantable Collamer Lens (ICL).

Tone & Personality

Premium, empathetic, and lifestyle-driven.
Blending clinical credibility with emotional storytelling.

Target Audience

Young, vision-conscious individuals (primarily Millennials and Gen Z) seeking a long-term, premium alternative to glasses, contacts, or LASIK.

Social Buckets

FB & IG: 35% Patient Journeys & Testimonials, 25% Educational & Procedure Explainers, 25% Surgeon Shoutouts & 15% Celebrity Features | Monthly Posting Frequency: 15-18

LN: Surgeon shoutouts, events and educational content, live discussions (EVO after hours)

YT: Educational content, EVO ICL Celebrity Journeys | Only long format, no shorts | Inactive since last year



44K



1.1K



42K



5.3K



CONTENT ANALYSIS



STAAR Surgical effectively builds trust by featuring reputable surgeons who endorse EVO ICL and providing clear, educational content on the procedure's benefits.

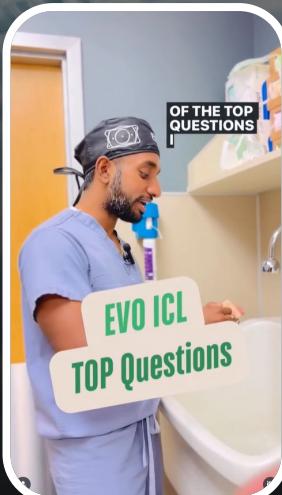
A significant portion of the content features patients who have undergone EVO ICL surgery. These testimonials are crucial for building trust and demonstrating the positive impact on people's lives.

EVO ICL as a Superior Solution:

The content positions EVO ICL as a safe, effective, and often superior alternative to traditional refractive surgeries like LASIK, particularly for those with high myopia, thin corneas, or dry eyes.

Posts consistently highlighting the benefit of living without glasses or contact lenses, emphasizing the liberating aspect of clear natural vision.





Surgeon Shoutouts

Educational Content

Patient Stories & Testimonials



44K



1.1K



42K



5.3K

EVOLUTION IN VISUAL FREEDOM | CAMPAIGN

Strategic Brand Platform:

Launched as a global positioning initiative for EVO ICL, promoting it as a premium, long-term alternative to LASIK and glasses.

Phased Rollout:

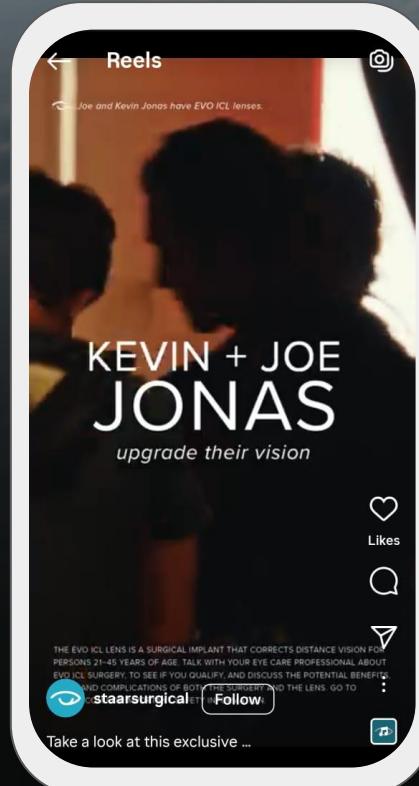
Began with educational microsites, surgeon locators, and authentic patient testimonials, later scaling into influencer-led storytelling and clinic marketing support.

Celebrity & Influencer Activation:

Featured ambassadors like Eve Torres, India Gants, and a major 2022 campaign with Joe Jonas to drive mainstream visibility and aspirational appeal.

Omnichannel Execution:

Blended digital (YouTube explainer videos), PR (Good Morning America), and offline touchpoints (experience centers, global conferences) for 360° engagement.



VISUAL FREEDOM CAMPAIGN | STAAR SURGICAL INDIA

What Worked Well?

Aspirational Theme: “Visual Freedom” taps into the emotional desire for independence and clarity.

Consistent Branding: The campaign maintains a uniform aesthetic with clean visuals.

Premium Look & Feel: The design language positions the brand as modern, global, and technologically advanced.

Clear Messaging: Benefits are communicated clearly, making the value proposition easy to grasp.

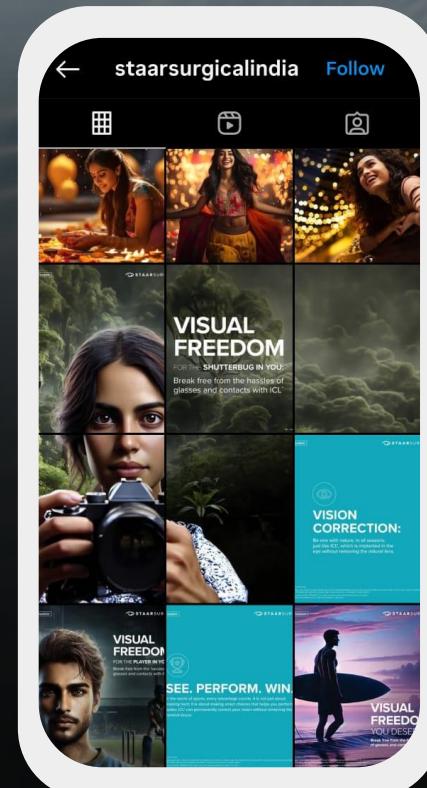
What Could Be Better

Feels Too AI-Curated: Visuals appear overly polished and digitally generated, lacking warmth and human touch.

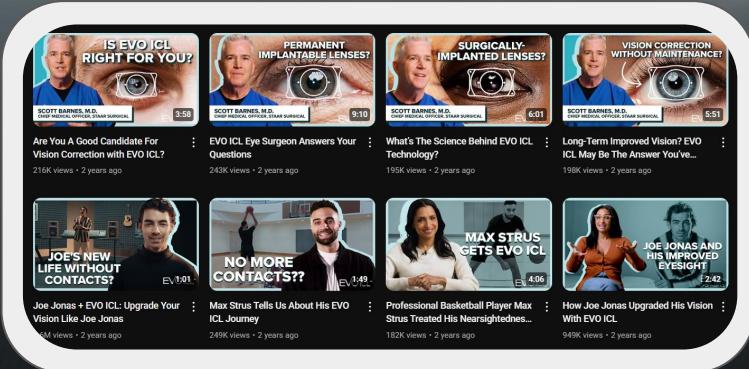
Missing Real Faces: Very few raw patient or surgeon images reduce relatability and authenticity.

Low Engagement Hooks: No strong CTA formats to drive deeper community interaction.

Campaign Feels Static: The campaign relies on static posts; video, UGC, and reels could bring #VisualFreedom to life better.



CONTENT ANALYSIS



A general YouTube search for Staar Surgical reveals numerous eye institutions and clinics sharing informational content about the EVO ICL procedure and patient experiences.

Staar Surgical's YT channel primarily features educational content and celebrity-led EVO ICL journeys to build awareness and trust around the procedure.

Educational Depth: Detailed procedure videos and animations build trust and clarity.

Patient empathy: Real-world testimonial clips add emotional resonance.

Clear product positioning: Highlights unique technology aspects with simple visuals.



SENTIMENT ANALYSIS



@kamalkannan1032 1 year ago

Kamal from India ❤️

My power was -13. I did ICL last month.

I used to wear contact lens and specs from 2005 (age 5)

I'm completely alright. Feeling like a rebirth

@abhishekpendharkar5788 1 year ago

Does Evo icl can be detected by doctor in medical examination?

Like Dislike Reply

@heatherelizabeth7830 2 years ago

I have suffered from near sightedness as well as astigmatism since I was 8 years old glasses are so expensive! I wish I could afford a procedure like this would be very helpful as a dental assistant it is very hard to see teeth 😞

Grateful & Reassured: Viewers often thank the brand for sharing helpful, experience-driven content.

High Trust Factor: Comments reflect strong confidence in the technology and the surgeons involved.

Open & Realistic: Users share honest feedback, showing acceptance of minor side effects and realistic expectations.



REDDIT SENTIMENT ANALYSIS

STAAR EVO+ Visian ICL Experience

Had surgery

TLDR: I would 100% recommend getting this procedure done! I have 20/20 vision now. Please make sure you go to a reputable doctor with a lot of experience. 24hr post-op, I have minor halos... and I am told they will go away in a few weeks/months.

I'm a little over 6 months out from getting ICL done and I'm still loving it. 😊

Pros:

- Mannnn, I can SEE. Vision is better than 20:20, which is incredible coming from -7.5. The experience of waking up and immediately being able to see, or being able to see while in the shower is life changing. No more eye drops as when I initially had the procedure.

*Reddit sentiment is **positive and hopeful**, with a healthy balance of excitement, realism, and supportive advice.*





Brand Positioning

Zeiss positions itself as a brand that **empowers customers to see more clearly, discover more deeply, and innovate more fearlessly.**

Tone & Personality

Premium, empathetic, and lifestyle-driven with shoot based assets only, that signify a better life.

Target Audience

Young, vision-conscious individuals (primarily Millennials and Gen Z) who have vision problems and want to experience the freedom of a better vision.

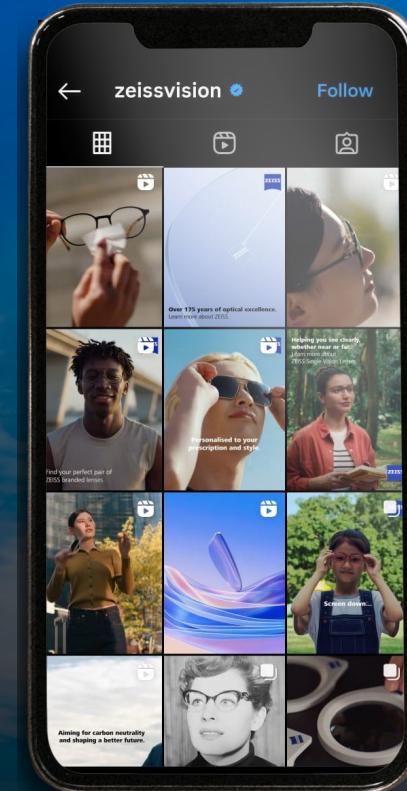
Social Buckets

Content is clearly tailored by audience type:

Instagram: lifestyle, aspirational visuals (Positioning itself as a premium lens brand that blends technology with lifestyle needs.)

YouTube: in-depth education, demos, clinic support

LinkedIn: B2B narratives—professional training, strategic innovations.



769K



27K



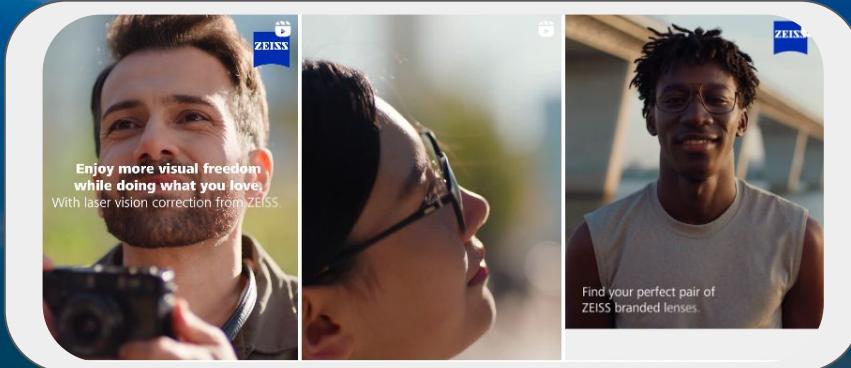
428K



13.3K



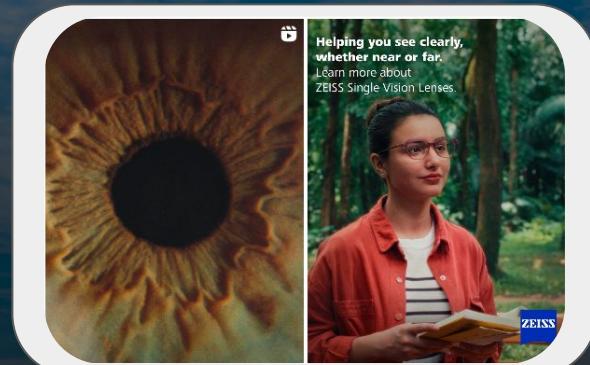
CONTENT ANALYSIS



This is in tune with their overall campaign #NobodySeesBetterThanYou which builds the aspiration and promise of a better life and the visuals stay true to that messaging.

ZEISS's Instagram strikes a sophisticated balance—highly polished visuals, scientifically grounded messaging, and emotionally resonant local content.

The clear content buckets (product promos, education, heritage) aligned with their tonality of precision, trust, and accessibility make their feed both aspirational and actionable.





Brand Positioning

Care Group positions itself as a clinical leader in ophthalmology, focused on surgical precision and technical expertise.

Tone & Personality

Professional, clinical, and informative—centered around doctors, procedures, and team presence.

Target Audience

Primarily B2B (surgeons, clinics, industry stakeholders) with minimal direct engagement with B2C audiences.

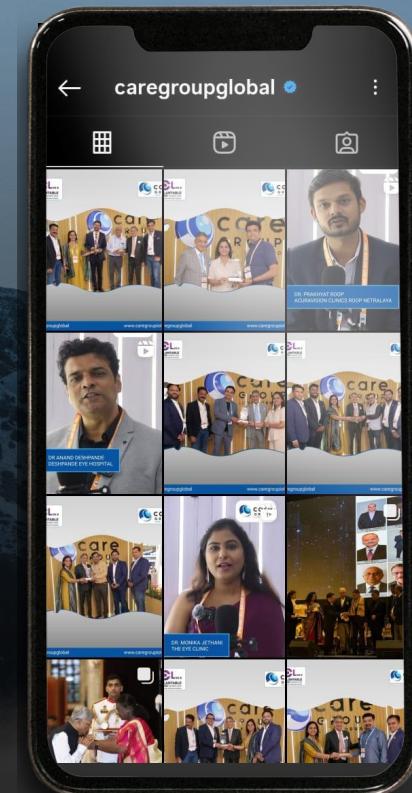
Social Buckets

Instagram: Eyecare tips, doctor-led content, awareness posts.

Facebook: Internal updates, team moments, topical posts.

YouTube: Surgery clips, FAQs, and patient testimonials.

LinkedIn: Inactive.



18K



1799



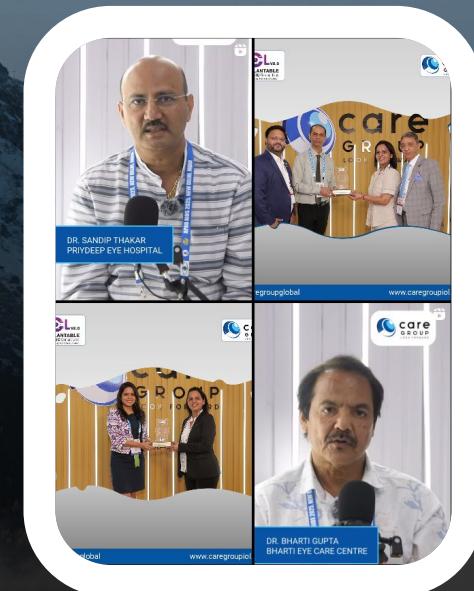
504



978

CONTENT ANALYSIS

The company's social presence is not B2C centric which is visible through inconsistent posting, only highlighting members from the team, basic explainer videos on YouTube along with videos highlighting the workings of the surgery. The content is majorly aimed at ensuring that there is a brand footprint however there is very minimal information about the brand itself.





Avg Monthly Posting Frequency:

10-12 posts

Content Buckets:

30% Procedure highlights, 25% Patient Testimonials, 25% Educational Insights, 20% Event & Clinic Showcases

Content Analysis:

Branded Templates: Reels and static posts follow consistent visual branding, making content instantly recognizable.

Fun Yet Informative Reels: Content blends entertainment with eye-care education, hooking viewers while delivering value.

Real People, Real Stories: Staff and doctors appear on-camera, sharing authentic experiences that build trust.

Trend-Driven Learning: They adapt trending formats to deliver eye-care education in a culturally resonant way.

Visual Text Hooks: Strong use of on-screen titles and captions enhances retention and accessibility.



28.2K



5K



44.3K



Avg Monthly Posting Frequency:

28-30 posts

Content Buckets:

35% Health Awareness & Tips, 25% Patient Testimonials, 20% Facility & Event Updates,
20% Doctor & Service Highlights

Content Analysis:

Relevant Health Tips: Covers everyday concerns like headaches, diabetes, and infections.

Real Patient Stories: Showcases authentic outcomes that build trust and relatability.

Doctor-Driven Content: Experts share simple advice, making care feel approachable.

Topical & Timely: Posts align with health awareness days to stay relevant.

Consistent Reels: Clean, expert-led reels with strong hooks and educational value.



374K



24K



307k



91.7k

A close-up photograph of a person's eye, showing the iris, pupil, and eyelashes. In the lower-left foreground, a person's hand wearing a white glove holds a clear plastic syringe with a needle pointing towards the skin near the eye. The background is slightly blurred.

Allergan
Aesthetics

BOTOX COSMETIC BY ALLERGAN, OWN YOUR STORY

Millennial Repositioning

Launched in Jan 2019, the campaign shifted Botox's image from 40+ users to millennials in their 20s–30s, tapping into a 22% growth in preventative treatments.

Real Faces, Real Emotions

Featured everyday men and women showing natural expressions—breaking the “frozen look” stereotype and promoting subtle results.

Digital-First Strategy

37% of the budget went to digital, focusing on Instagram Stories, IGTV, YouTube, and influencers like Lo Bosworth to reach younger users.

Multiple Touchpoints

Combined TV spots, digital content, influencer tie-ins, and loyalty offers to create a multi-channel, immersive presence.



A close-up photograph of a woman's face, focusing on her forehead and nose. She has dark hair and is looking slightly downwards. A person wearing blue medical gloves is holding a syringe and appears to be administering an injection into her forehead. The background is a plain, light color.

MERZ AESTHETICS®

XEOMIN BY MERZ AESTHETICS, BEAUTY ON YOUR TERMS

The "Beauty on Your Terms" Concept:

What it is: This is a multi-year, multi-platform campaign that promotes the idea that individuals should have the freedom to make the aesthetic choices that make them feel confident, without judgment.

Surrogate Tactic: The concept of "Beauty on Your Terms" is the primary surrogate. It's an aspirational and non-regulated idea. By championing this philosophy, Merz associates the Xeomin® brand with empowerment and modern self-expression.

Celebrity Endorsements

Christina Aguilera speaks about being intentional with her choices as a performer.
Demi Lovato advocates for self-care and authentic living.

Joe Jonas helped break the stigma around men using aesthetic treatments.

By combining an empowering, non-medical concept with the powerful personal brands of celebrities, Merz successfully markets Xeomin® by selling an idea rather than just a product, a clear and effective use of surrogate marketing principles.



Let's dive into **BRAND AUDIT**

Brand Positioning

Delivering high-quality, precision-driven ophthalmic solutions that combine innovation with affordability for global eye care.

Tone & Personality

Professional, trustworthy, and innovation-driven.
Focused on precision, accessibility, and clinical credibility.

Target Audience

Primarily B2B, Ophthalmic surgeons, hospitals, and indirectly reaches to patients seeking reliable, high-performance eye care solutions.

Social Buckets

FB & IG: 40% Surgery Highlights, 25% Event Focussed, 20% Expert Testimonials/POV, 15% Product & Brand Showcase | Monthly Posting Frequency: 10-12

LinkedIn: Events announcements, topical, discussions and launches.

YT: Educational content, Patient Testimonials.



1.6K



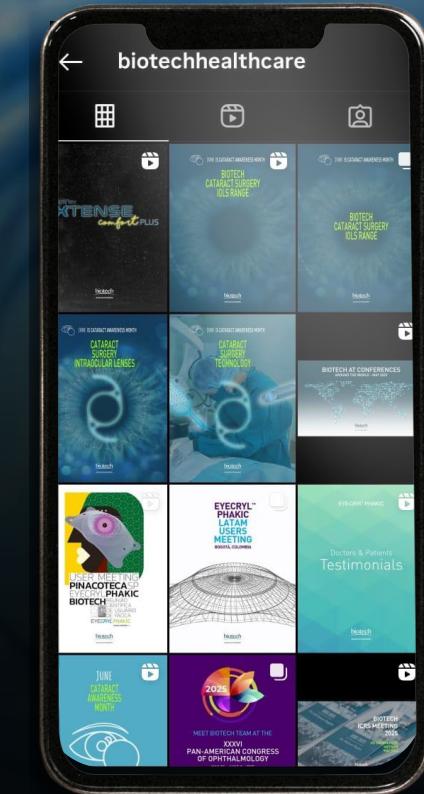
1.1K



66K

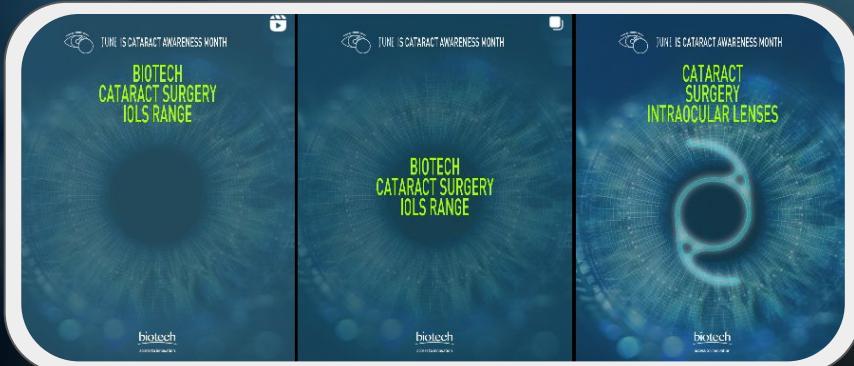


2.1K



Note: This analysis covers only the ophthalmic content from their social platforms.

CONTENT ANALYSIS



Minimal storytelling: Heavy emphasis on facts and visuals from clinical environments.

Limited Patient Stories: Focus remains on surgeon experience; patient testimonial content is sparse.

No Human Presence: No familiar faces or relatable visual identity.

Underused Brand Ambassador: Minimal presence of the ambassador; potential isn't fully leveraged.

Eyecryl as Trusted Precision Across Cataract & Refractive Care:

Biotech's content highlights its dual strength in refractive correction and cataract surgery, positioning Eyecryl lenses as clinically trusted, surgeon-endorsed solutions for both vision enhancement and restoration.

Posts feature real surgical outcomes, phaco training workshops, and surgeon testimonials, reinforcing Biotech's role in elevating global eye care through long format brand videos





Let's understand the **KEY TAKEAWAYS**

KEY TAKEAWAYS

Trust & Credibility

STAAR builds immense trust by showcasing the "how" and "who" behind their procedures. They use authentic, real-life imagery and expert endorsements to make the unrelated (surgery) feel safe and relatable.

Social Proof & Market Leadership

Emotional Connection Over Hard Selling

Embrace Reels & Visually Engaging Content

Gap in showcasing “Unleash the Independence”

Engage to Build & Convert

KEY TAKEAWAYS

Trust & Credibility

Social Proof & Market Leadership

Competitors effectively use celebrities and influencers for powerful social proof. Their campaigns position EVO as the premier choice in the market, creating a strong brand/procedure recall.

Emotional Connection Over Hard Selling

Embrace Reels & Visually Engaging Content

Gap in showcasing “Unleash the Independence”

Engage to Build & Convert

KEY TAKEAWAYS

Trust & Credibility

Social Proof & Market Leadership

Emotional Connection Over Hard Selling

Leading brands like Zeiss, Allergan, and Merz Cosmetics have proven that selling an emotion is more powerful than selling a service. They sell a lifestyle, a need to be free from vision aids, through their content and visuals, emphasising on LIBERATION

Embrace Reels & Visually Engaging Content

Gap in showcasing “Unleash the Independence”

Engage to Build & Convert

KEY TAKEAWAYS

Trust & Credibility

Social Proof & Market Leadership

Emotional Connection Over Hard Selling

Embrace Reels & Visually Engaging Content

Competitors like Max, Shroff Eye Centre, and others are dominating audience reach and engagement through a heavy focus on Instagram Reels and visually engaging carousels. Our current social media presence is lagging due to a lack of dynamic video content and aspirational imagery.

Gap in showcasing “Unleash the Independence”

Engage to Build & Convert

KEY TAKEAWAYS

Trust & Credibility

Social Proof & Market Leadership

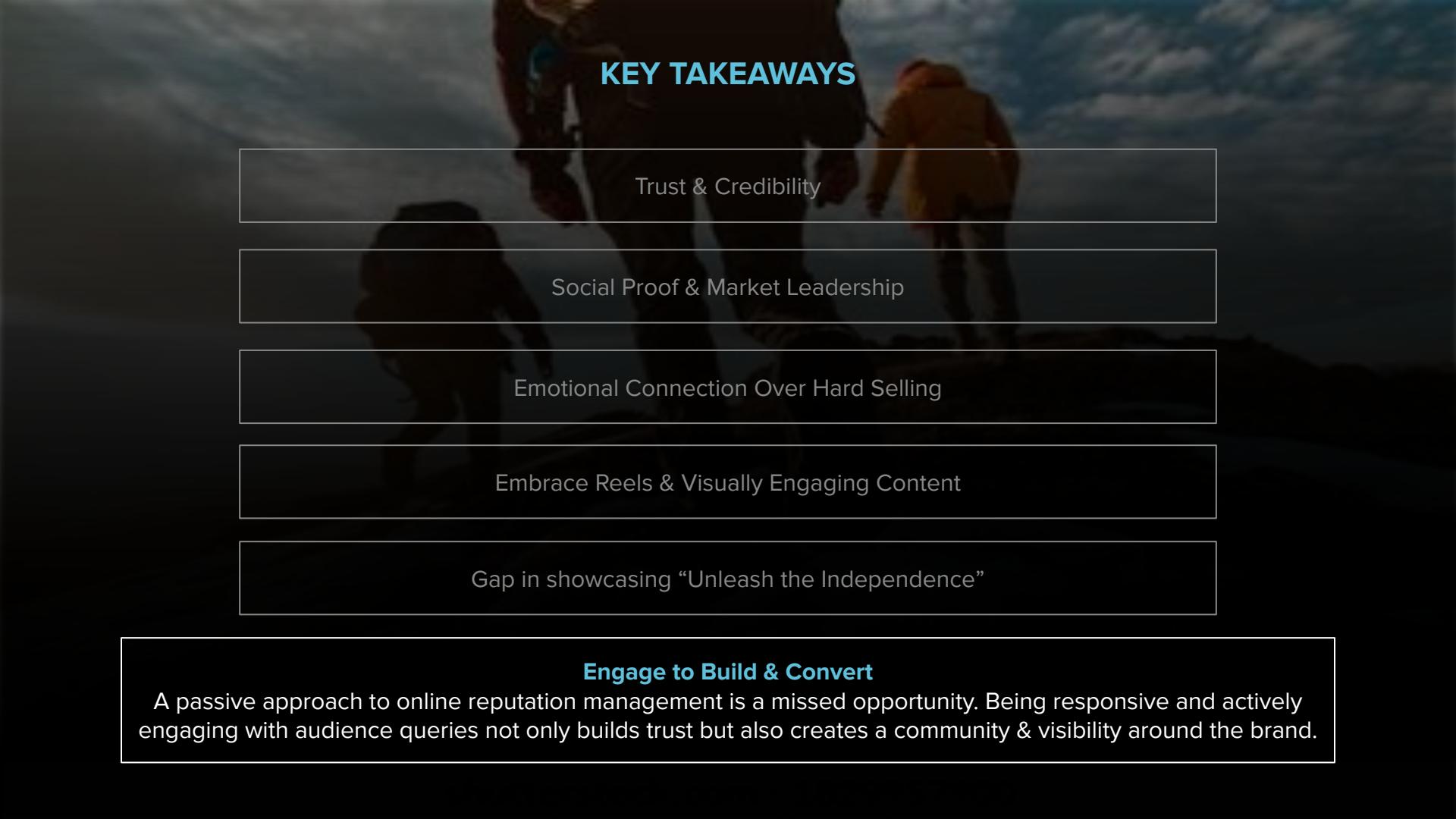
Emotional Connection Over Hard Selling

Embrace Reels & Visually Engaging Content

Gap in showcasing “Unleash the Independence”

There is a major disconnect between our core brand message and our social media execution. Our central campaign, "Unleash the Independence," is almost entirely absent from our page, representing a significant missed opportunity to build a cohesive and memorable brand identity.

Engage to Build & Convert

The background of the slide features a photograph of a person wearing a traditional headdress and riding a dark horse across a grassy field. The sky is filled with dramatic, dark clouds.

KEY TAKEAWAYS

Trust & Credibility

Social Proof & Market Leadership

Emotional Connection Over Hard Selling

Embrace Reels & Visually Engaging Content

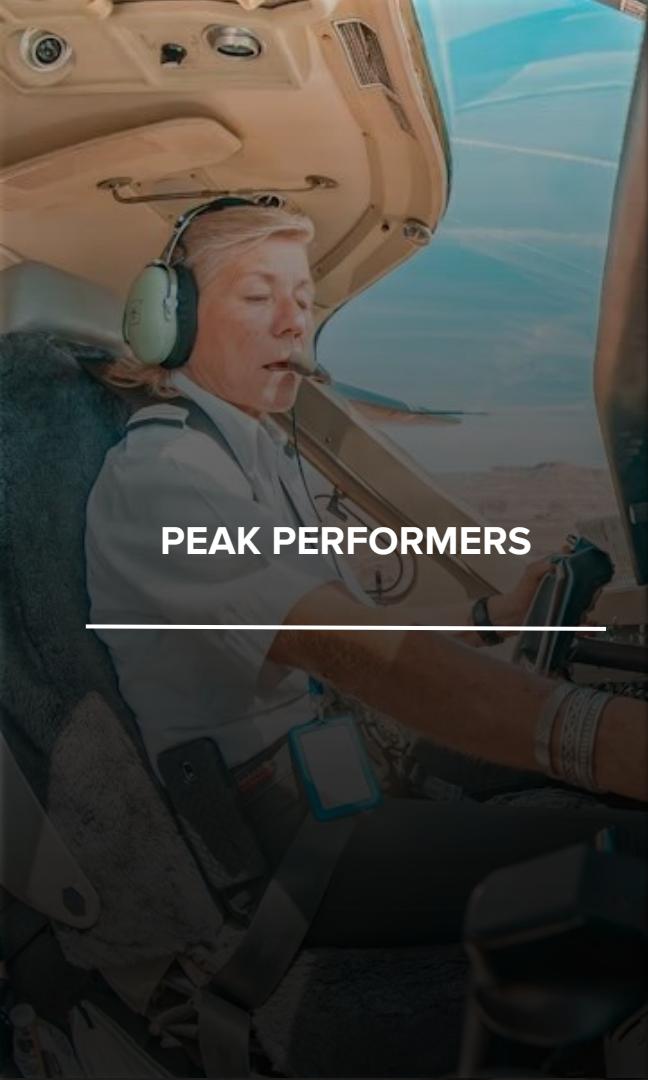
Gap in showcasing “Unleash the Independence”

Engage to Build & Convert

A passive approach to online reputation management is a missed opportunity. Being responsive and actively engaging with audience queries not only builds trust but also creates a community & visibility around the brand.

A photograph of a young man with a beard and a pom-pom hat, smiling at the camera. He is wearing an orange jacket and a dark backpack. The background is a vast, rugged mountain range with rocky peaks and patches of green and brown vegetation under a cloudy sky.

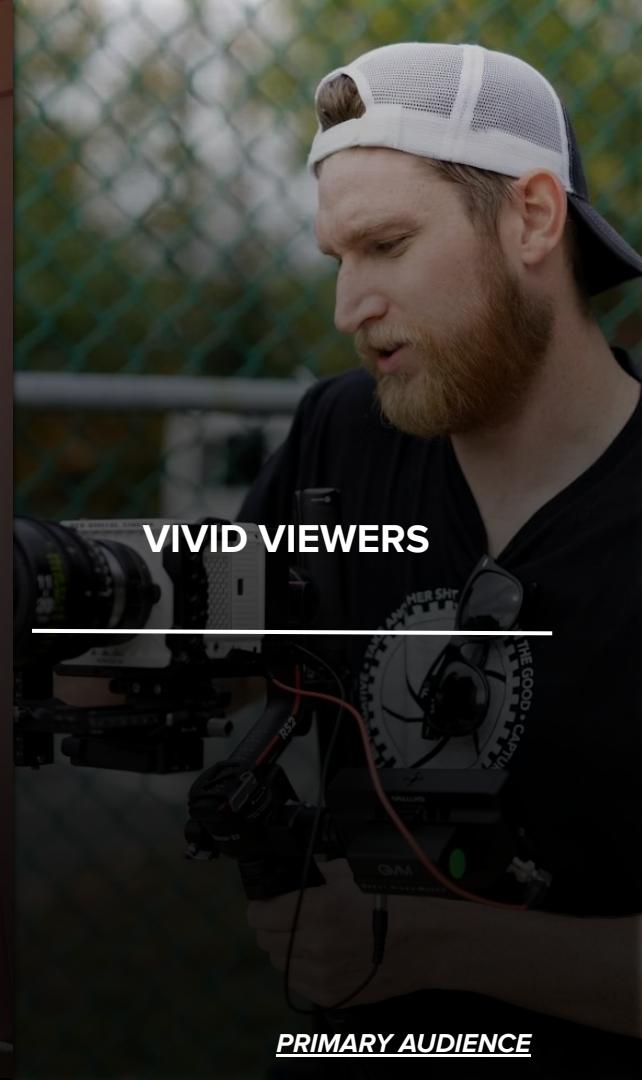
Categorizing our **consumer** into,



PEAK PERFORMERS



SPOTLIGHT SEEKERS



VIVID VIEWERS

PRIMARY AUDIENCE



THE PEAK PERFORMERS

"I can't let anything come between me and my precision."

Profile: Professions where clear vision = critical performance.

(Athletes, Pilots, Surgeons/Doctors, Military/Forces)

Core Need: Reliability. Stability. Clarity under pressure. Long term solution.

(Age: 20-45)

PRIMARY AUDIENCE



THE SPOTLIGHT SEEKERS

“My face is my brand. No filters. No frames.”

Profile: People in front of the camera who depend on authentic, clear expressions.

(Actors, Influencers, TV hosts, Theatre artists, Fashion Models, Musicians)

Core Need: Uninterrupted expressions. Lens-free charisma.

(Age: 25-40)



THE VIVID VIEWERS

"I need to see the world exactly how I imagine it."

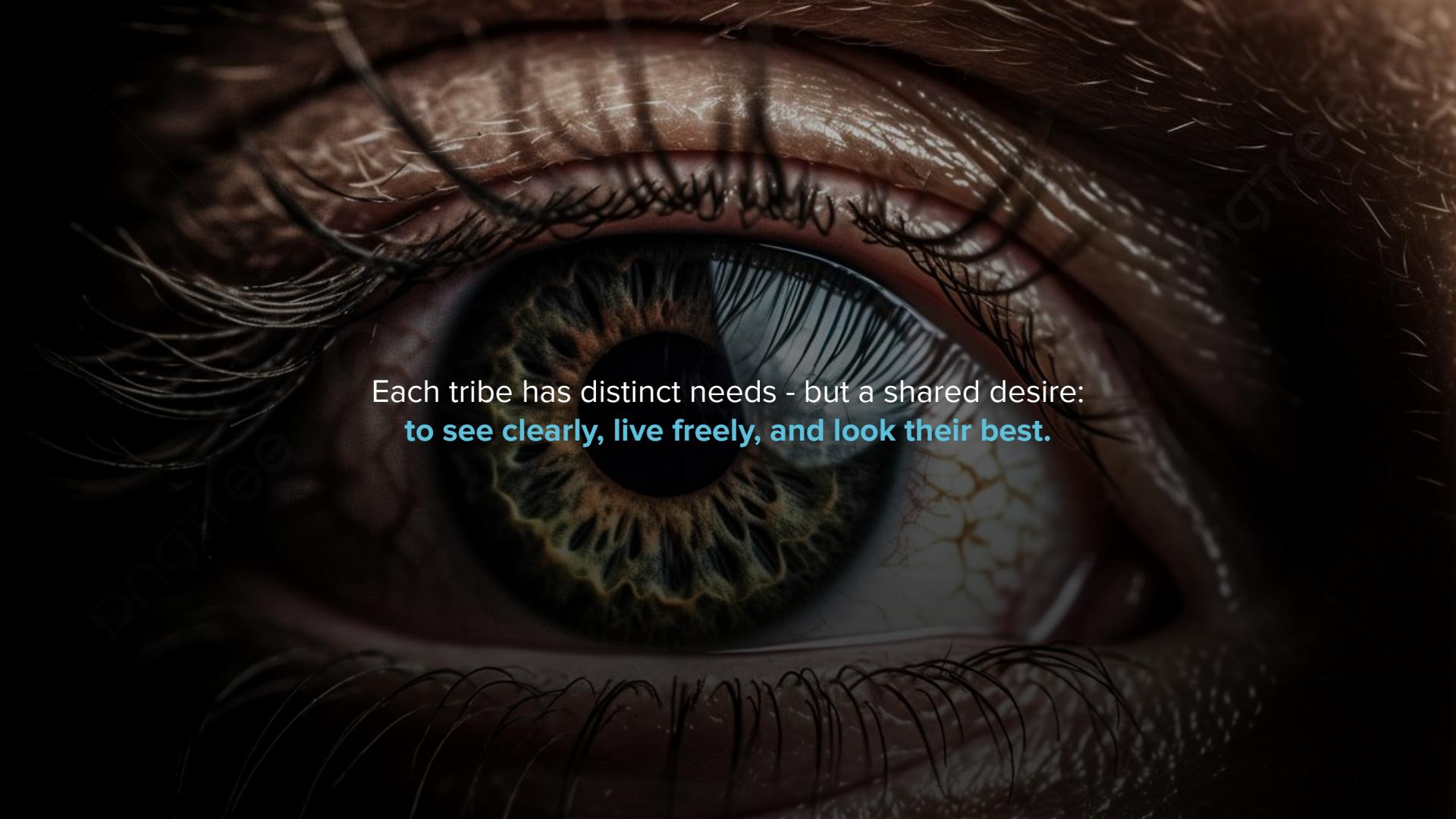
Profile: Creative professionals who rely on visual precision and immersive experience.

(Film Directors, Cinematographers, Designers (UI/UX, fashion, interior), Architects, Editors & VFX professionals)

Core Need: Detail-rich clarity. Spectacle-free aspiration. Minimally invasive procedures. Looking for quick & viable solutions.

(Age: 30-45)

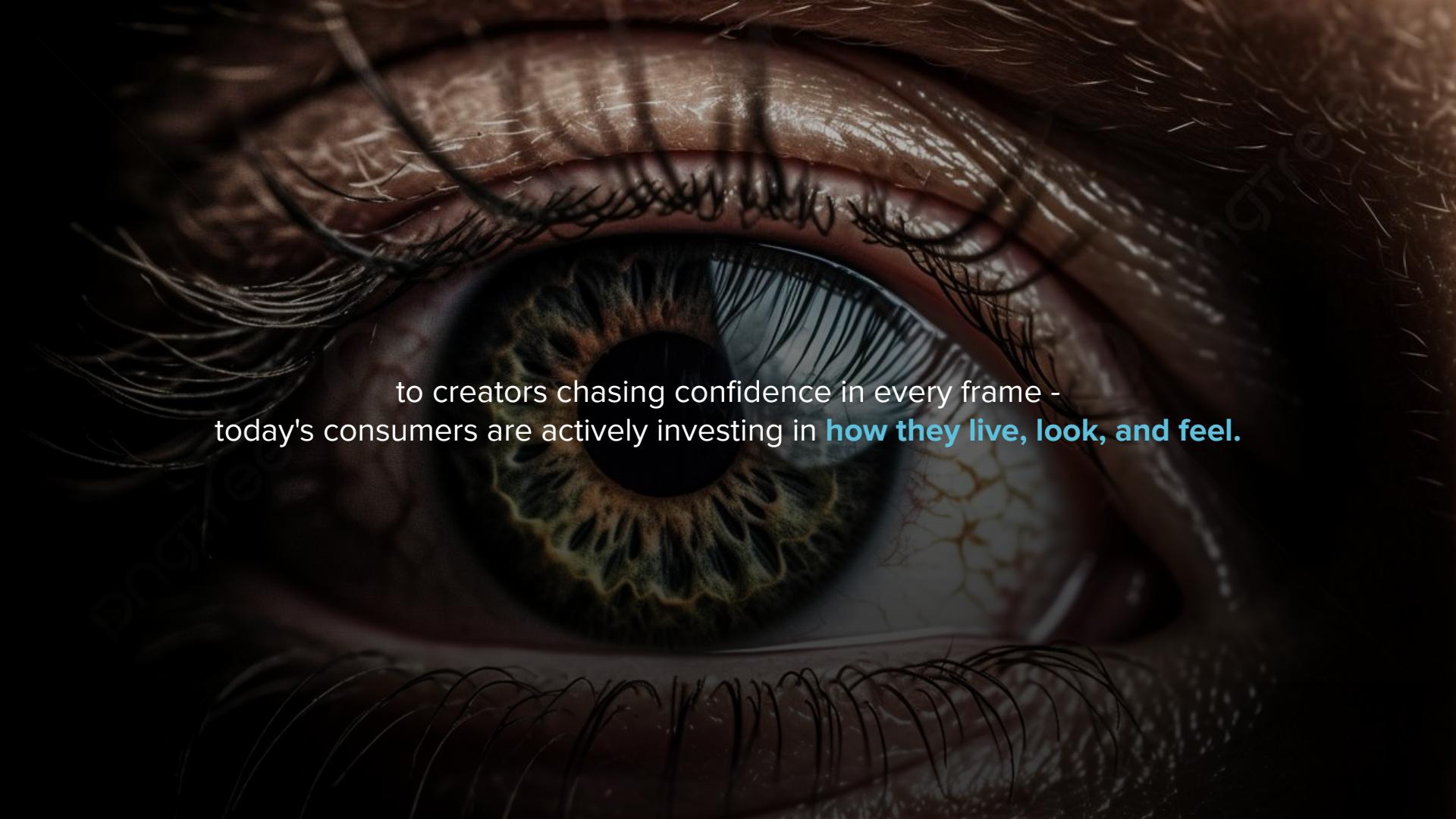
PRIMARY AUDIENCE



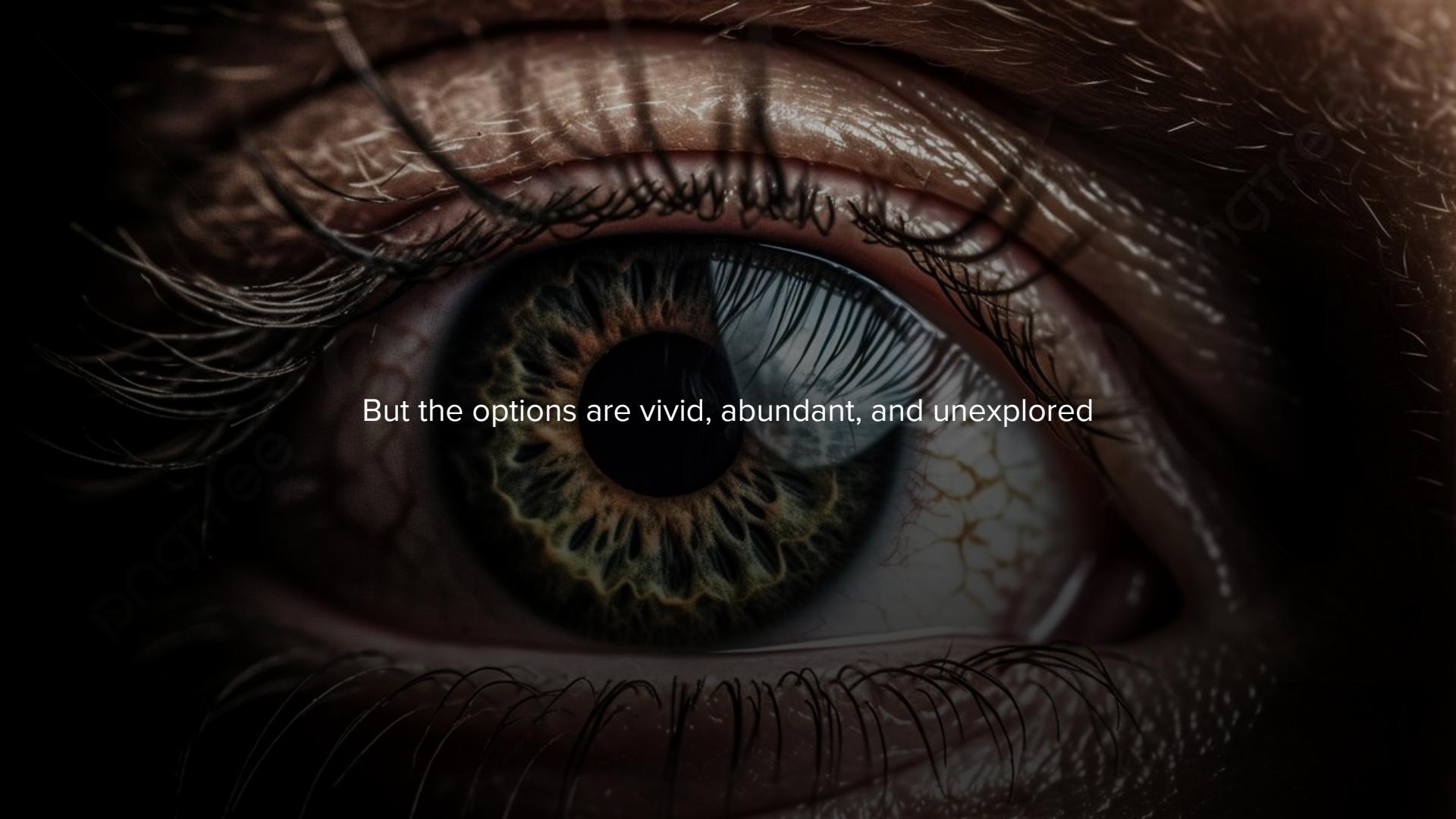
Each tribe has distinct needs - but a shared desire:
to see clearly, live freely, and look their best.



From college students **enhancing their appearance**
to athletes and surgeons who can't **compromise on clarity**



to creators chasing confidence in every frame -
today's consumers are actively investing in **how they live, look, and feel.**



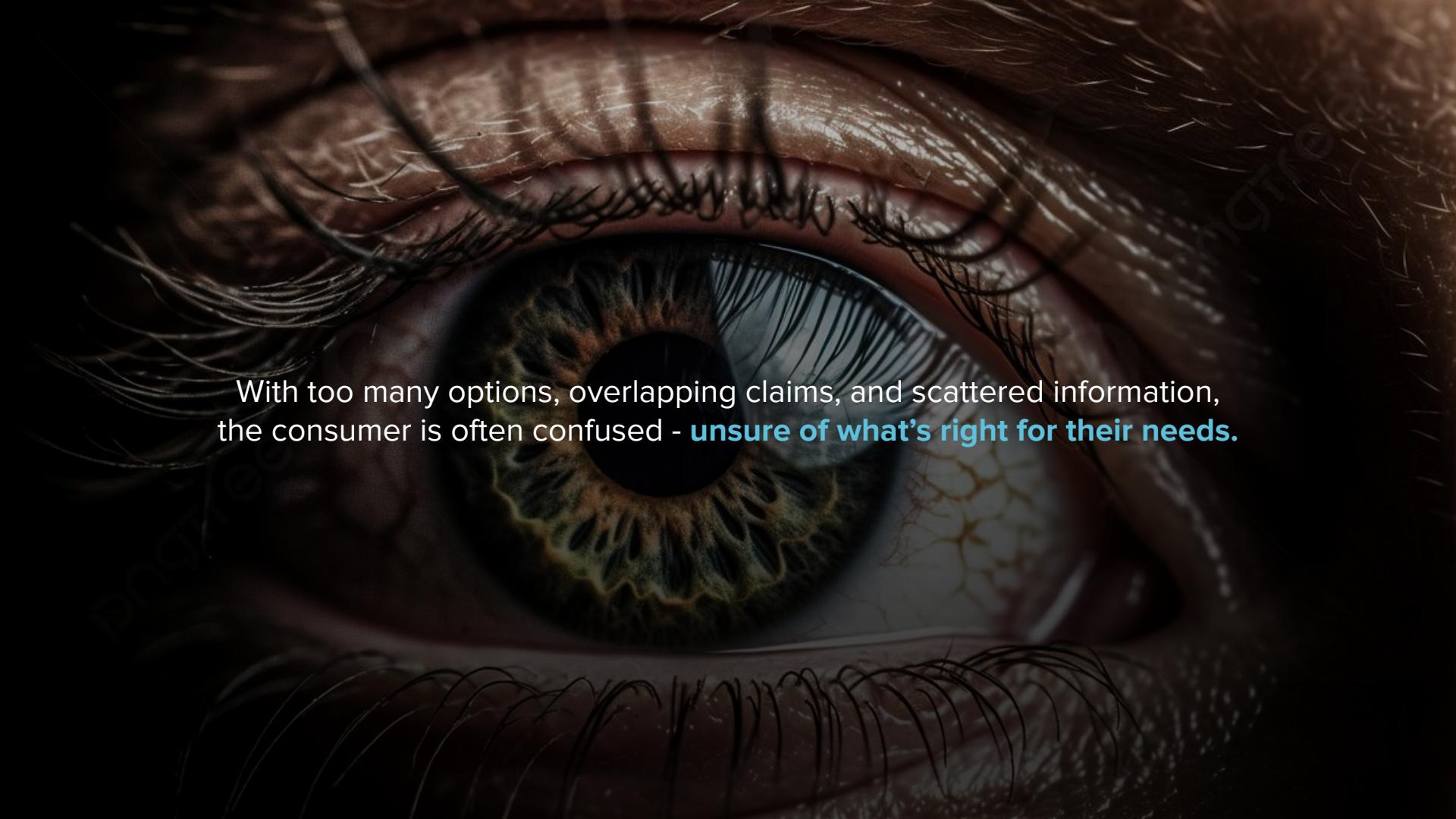
But the options are vivid, abundant, and unexplored



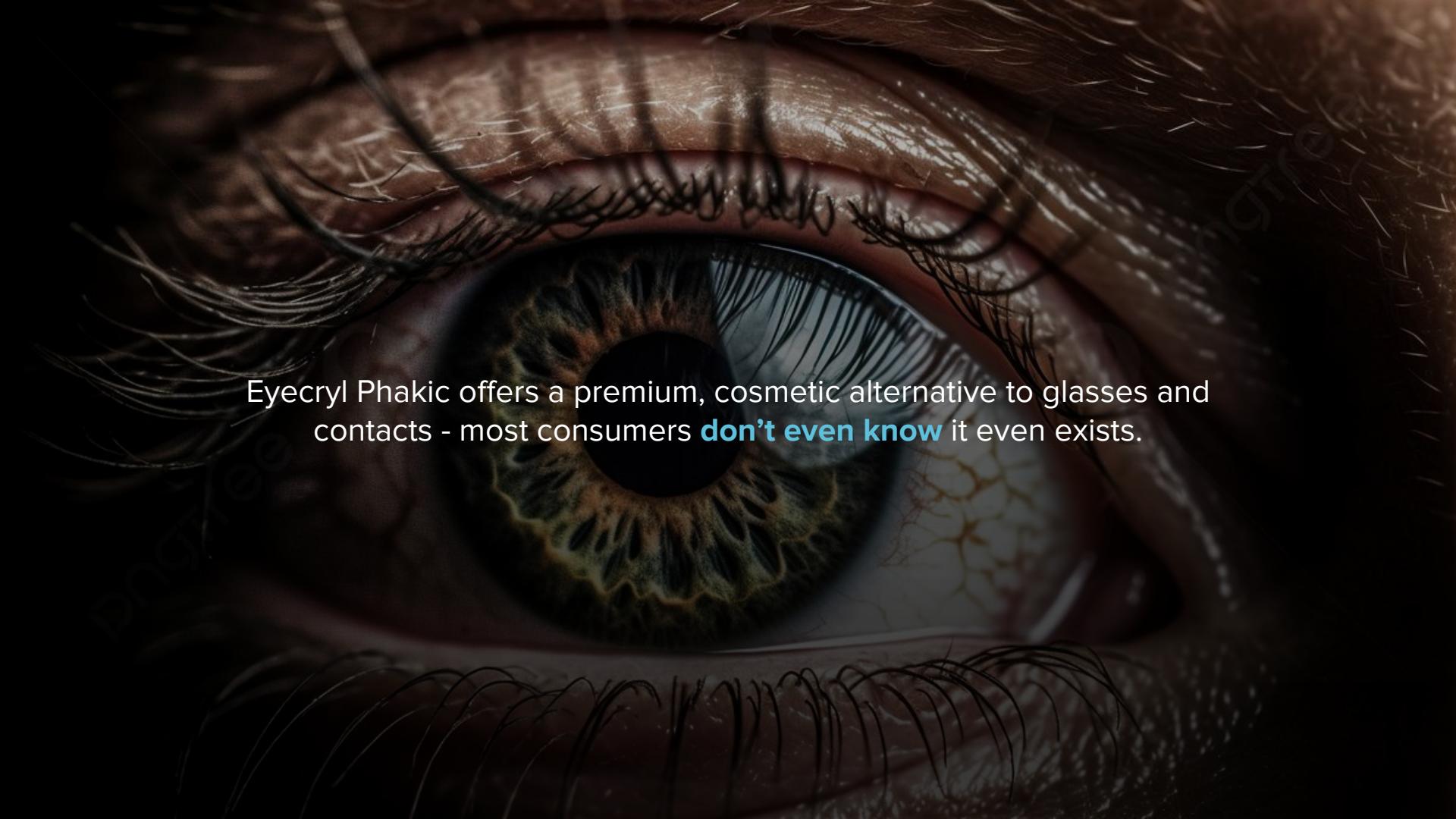
The gap?



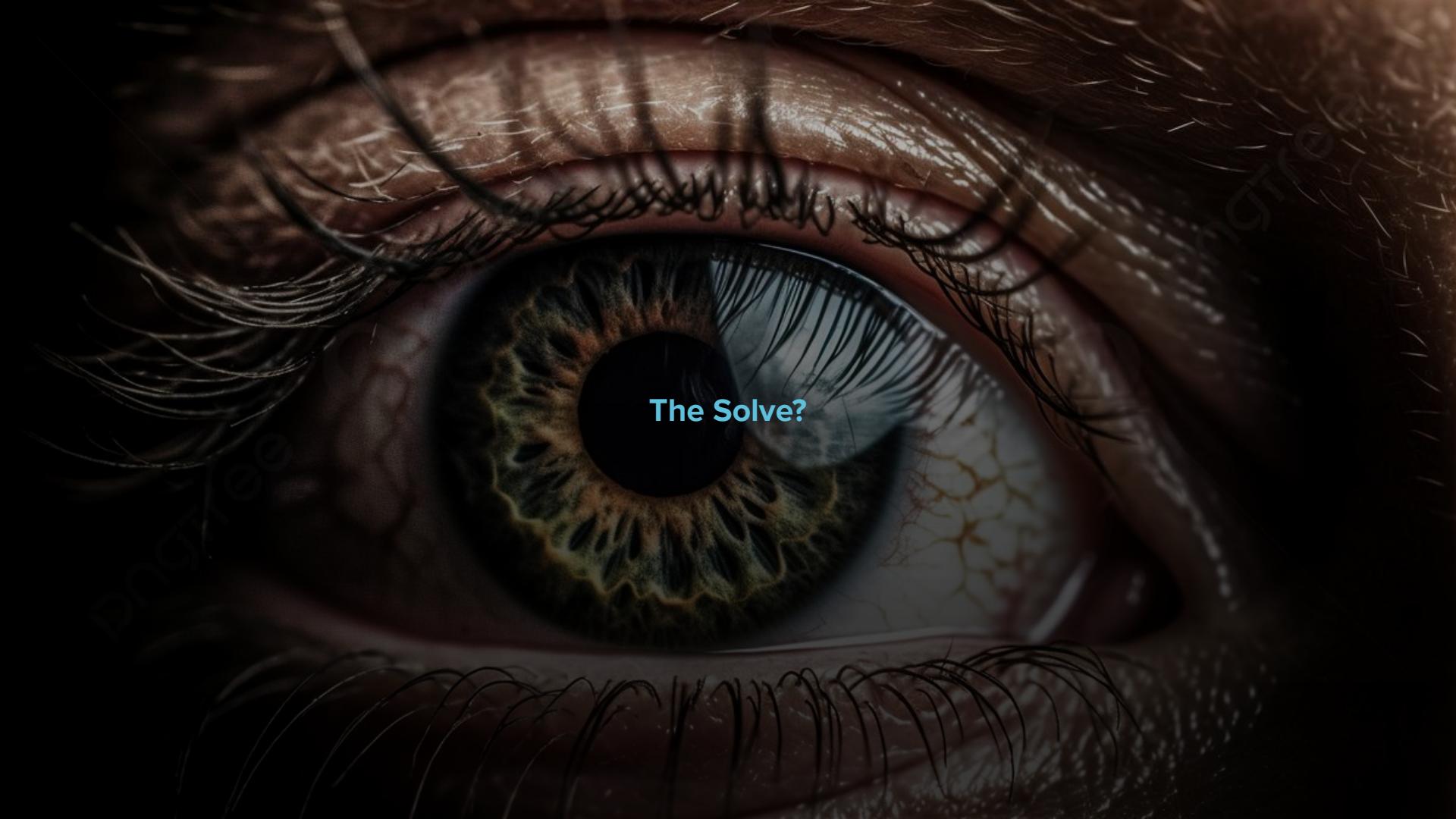
A powerful product trusted by doctors, but **invisible to those** who'd benefit the most.



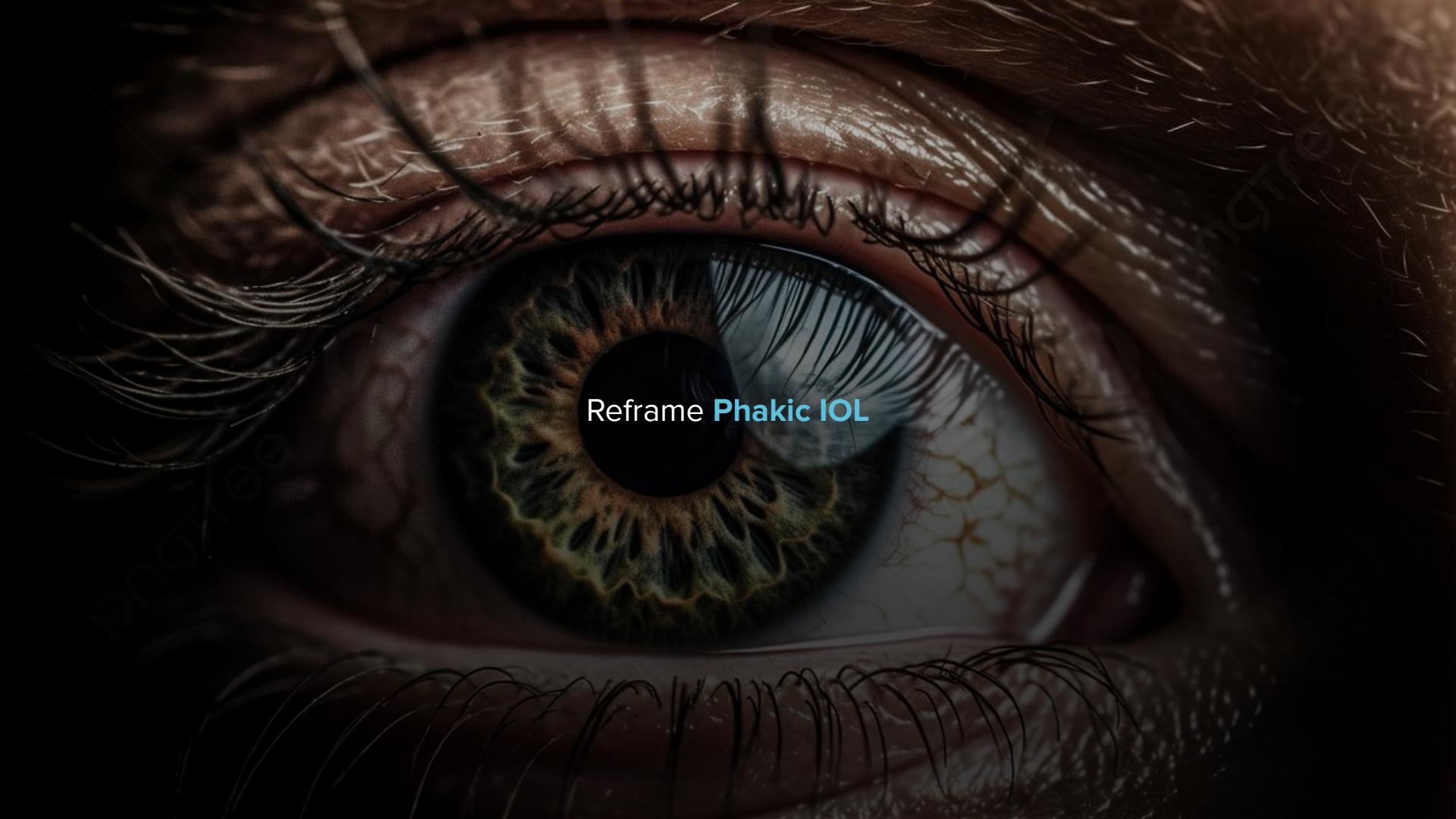
With too many options, overlapping claims, and scattered information,
the consumer is often confused - **unsure of what's right for their needs.**



Eyecryl Phakic offers a premium, cosmetic alternative to glasses and contacts - most consumers **don't even know** it even exists.



The Solve?



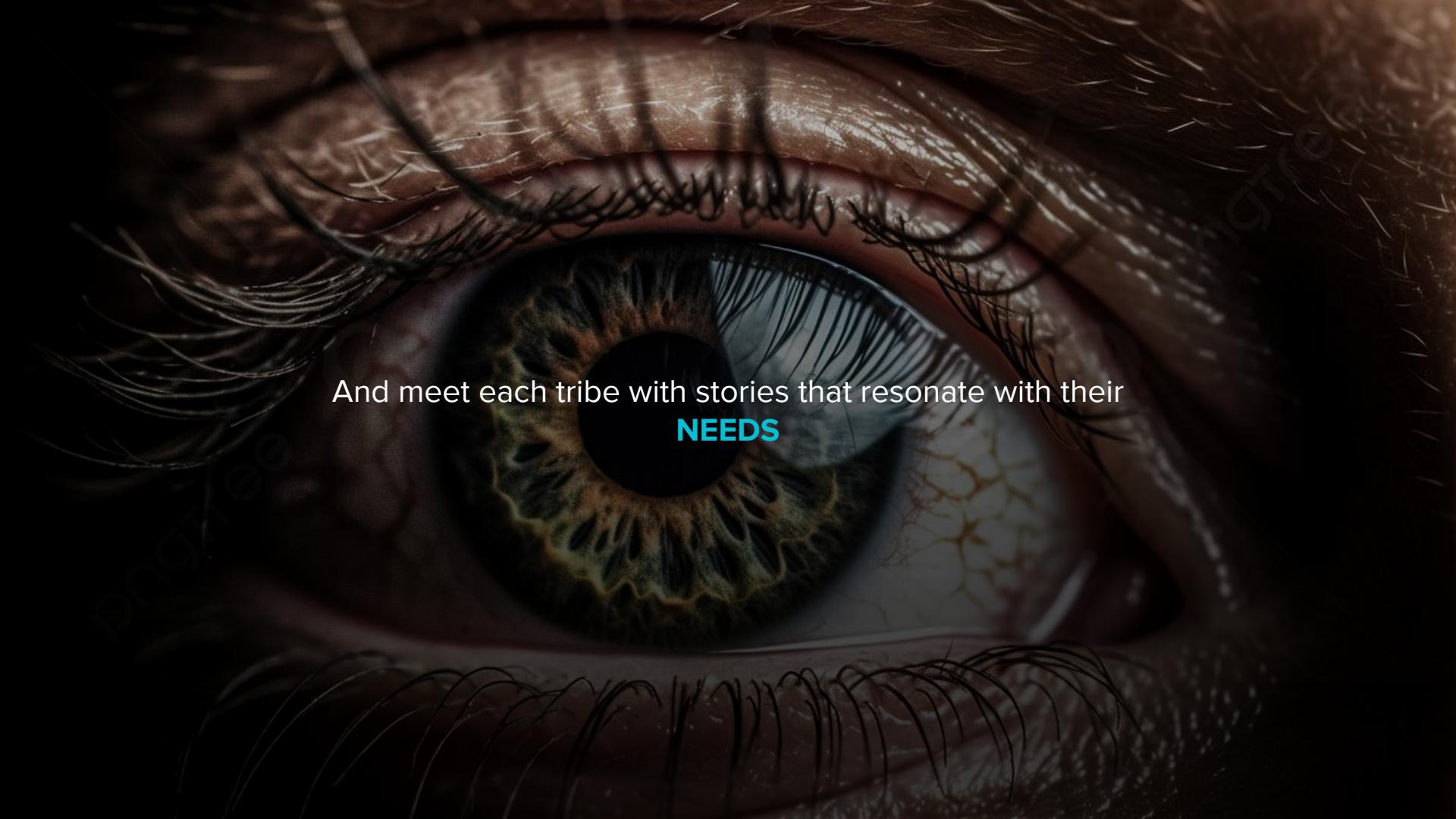
Reframe **Phakic IOL**



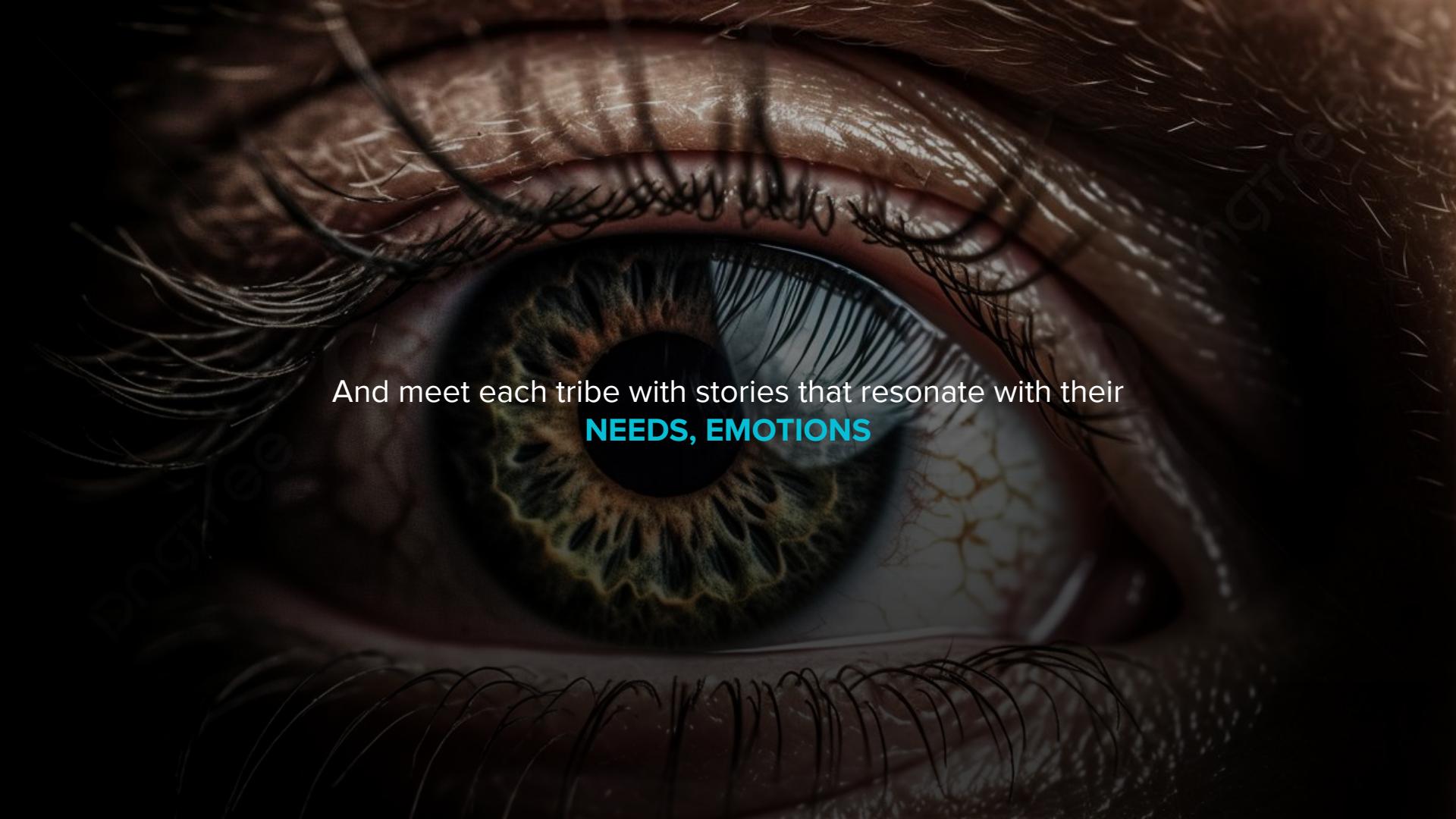
From a **PROCEDURE** to a **POSSIBILITY**



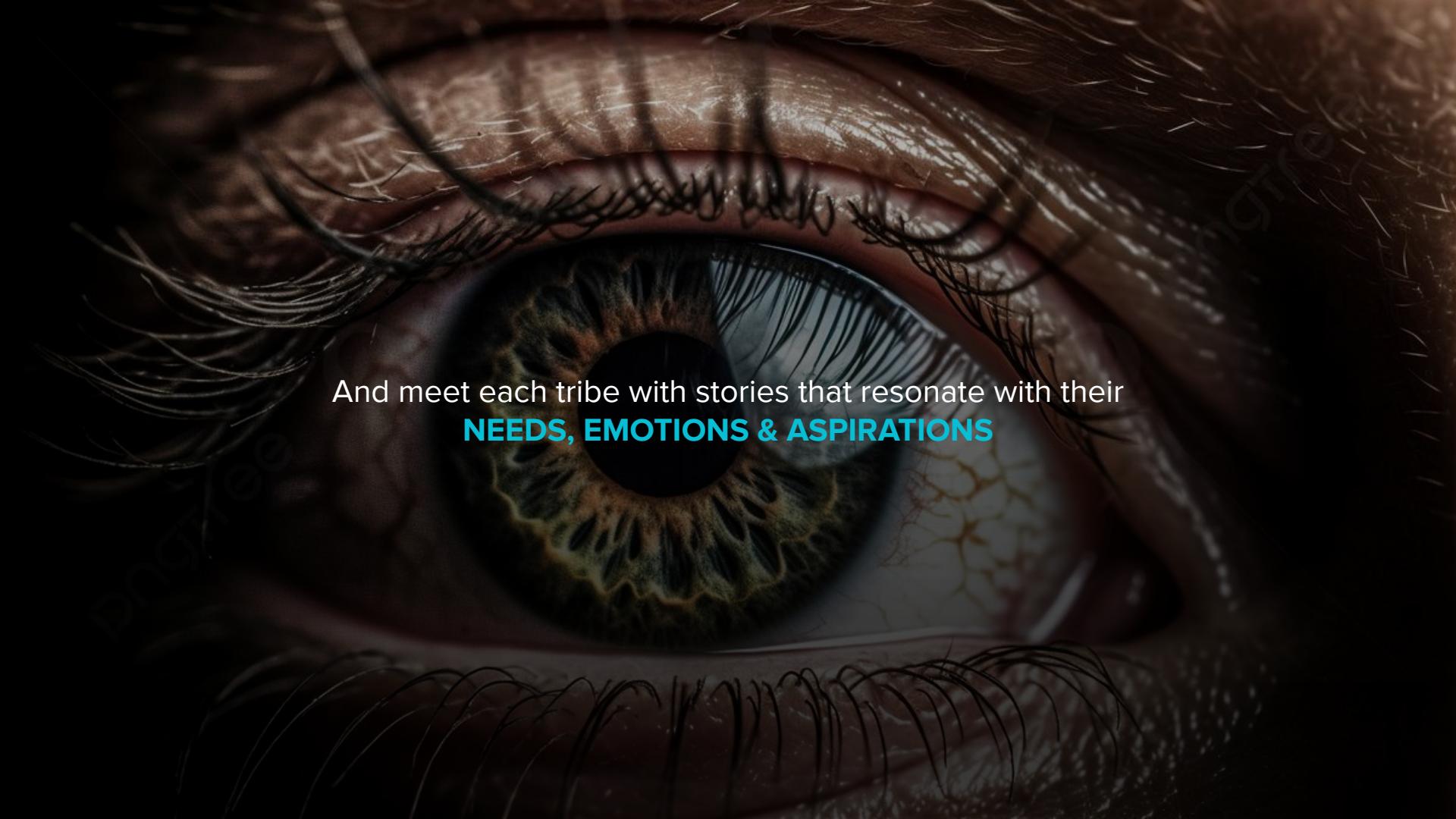
From a **MEDICAL FIX** to a **LIFESTYLE UPGRADE**



And meet each tribe with stories that resonate with their
NEEDS



And meet each tribe with stories that resonate with their
NEEDS, EMOTIONS



And meet each tribe with stories that resonate with their
NEEDS, EMOTIONS & ASPIRATIONS