

ABSTRACT

Visual Trigger in Packaging

A contact lens package includes a first package layer and a second package layer joined to the first package layer at an edge of the first package layer. The first package layer and the second package layer collectively define, at least in part, a cavity and a contact lens is disposed within the cavity. A visual trigger is depicted on either the first package layer or the second package layer, and the visual trigger is identifiable by a mobile device to be associated with an executable file.

[Figure 8]