

# clariti<sup>®</sup> 1 day contact lenses.

To help maintain ocular health, recommend clariti<sup>®</sup> 1 day contact lenses.<sup>1</sup>



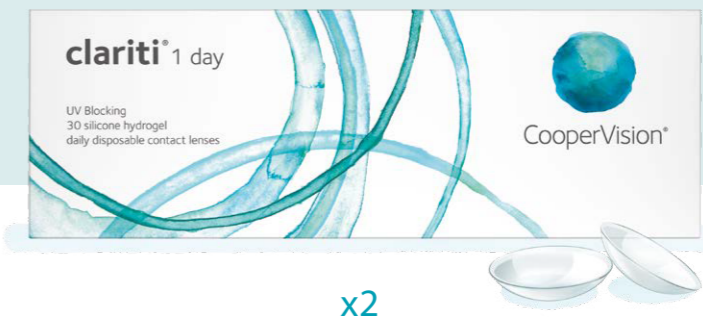
The affordable<sup>†</sup> family of silicone hydrogel daily disposables.

CooperVision<sup>®</sup>

[coopervision.xx](http://coopervision.xx)

1. Daily disposable lenses are the healthiest way to wear soft contact lenses; silicone hydrogel oxygen delivery to minimise or eliminate hypoxia related complications during daily wear; UV blocking to help protect from the transmission of harmful UV radiation.  
†. Based on CooperVision's recommended retail price. Retail price is solely at the discretion of the retailer at all times. The above is not meant to influence the price any retailer charges.

## Daily health habits.



To help maintain ocular health, recommend clariti<sup>®</sup> 1 day contact lenses.<sup>1</sup>

- Daily disposables – the healthiest way to wear soft contact lenses.
- Silicone hydrogel material for high breathability.<sup>2</sup>
- UV blocking\* for added protection.

The affordable<sup>†</sup> family of silicone hydrogel daily disposables.

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CooperVision<sup>®</sup>

1. Daily disposable lenses are the healthiest way to wear soft contact lenses; silicone hydrogel oxygen delivery to minimise or eliminate hypoxia related complications during daily wear; UV blocking to help protect from the transmission of harmful UV radiation. 2. clariti<sup>®</sup> 1 day ensures 100% corneal oxygen consumption and transmits more than the recommended amount of oxygen\*\* across the whole lens surface, which helps maintain ocular health. \*\*Brennan NA: Beyond Flux: Total Corneal Oxygen Consumption as an Index of Corneal Oxygenation During Contact Lens Wear. Optom Vis Sci 2005.  
\*clariti<sup>®</sup> 1 day has a UV blocker that supports ocular health. Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed. †Based on CooperVision's recommended retail price. Retail price is solely at the discretion of the retailer at all times. The above is not meant to influence the price any retailer charges. clariti<sup>®</sup> is a registered trademark of The Cooper Companies Inc. and its subsidiaries. © CooperVision 2019.

# Silicone hydrogel (SiHy) is widely recognised as a healthy soft contact lens material.



# 91%

of ECPs agreed that silicone hydrogel 1 day lenses provide better **long term eye health** for their patients than hydrogel 1 day lenses.<sup>1</sup>

# So why are ECPs still fitting hydrogels?

## Value for Money

52% of ECPs are prescribing daily disposable hydrogel lenses over daily disposable SiHy lenses due to the price.<sup>4</sup>

## Health

30% of ECPs believe that some patients don't wear their contact lenses enough to require the oxygen permeability benefit of silicone hydrogel daily disposables.<sup>5</sup>

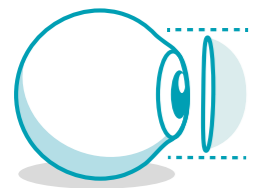
## Technology

36% of ECPs believe that greater patient awareness of the benefits of SiHy would help encourage them to recommend a silicone hydrogel daily disposable lens (instead of hydrogel daily disposable).<sup>4</sup>

## Comfort

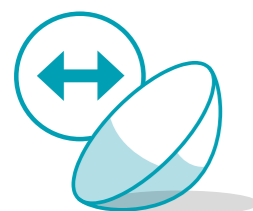
10% of ECPs believe the end-of-day comfort of daily disposable hydrogel lenses is better than silicone hydrogel daily disposable lenses.<sup>4</sup>

## However...



# 37%

of daily disposable new fits are into hydrogels.<sup>2</sup>



# 53%

of patients migrating from reusable silicone hydrogel lenses to daily disposables are moving to hydrogels.<sup>3</sup>

1. Gary Orsborn and Kathy Dumbleton, Contact Lens and Anterior Eye, <https://doi.org/10.1016/j.clae.2019.02.012>.  
2. Morgan et al, International contact lens prescribing in 2018. Contact Lens Spectrum 2019; 34:1: 26 - 32.  
3. CooperVision data on file 2019. Estimated from market research data.  
4. CooperVision data on file, (2019). Online survey n=316 ECPs Germany, Italy, Spain, France.  
5. CooperVision data on file, (2019). Online survey n=303 ECPs who fit both SiHy and hydrogel DDs, Germany, Italy, Spain, France.



## But what do consumers actually want?

79%

of reusable wearers open to switching to daily disposable lenses, are interested in a **highly oxygen permeable** contact lens to help ensure their eyes stay healthy longer.<sup>1</sup>



**All-day wearer comfort** is one of the most important factors when choosing contact lenses.<sup>2</sup>

84%

of daily disposable contact lens wearers expect to be told about the **latest technology updates**.<sup>3</sup>



Patients will pay more if they know they are getting a **healthier lens wearing experience**.<sup>4</sup>



92%

of ECPs agree that SiHy daily disposable lenses are the **best choice to safeguard their patients' eye health** related to contact lens wear.<sup>1</sup>

## The easy choice for health.

### Product features



Daily disposable lenses – the **healthiest** way to wear soft contact lenses.



**clariti**<sup>®</sup> 1 day ensures **100% corneal oxygen consumption** and transmits more than the recommended amount of oxygen\* across the whole lens surface, which helps maintain ocular health.



**UVA and UVB blocker**.<sup>\*\*\*</sup>

### Benefits to the consumer

- A **fresh new lens** every day.
- Increased breathability to help support **longer wear times**.<sup>\*</sup>
- **Whiter, brighter eyes**.<sup>2</sup>
- UV blocking to help protect from the transmission of harmful UV radiation.<sup>\*\*\*</sup>

1. CooperVision data on file (2019). Online survey n= 1430 consumers from Germany, Italy and Spain.  
2. CooperVision data on file (2019). Online survey n= 1543 consumers from Germany, Italy and Spain.  
3. CooperVision consumer insight study, (July 2018). GB adults who wear daily disposable Contact lenses. n=279.  
4. CooperVision data on file. (December 2015). Contact lens wearer survey n=564.

1. Gary Orsborn and Kathy Dumbleton, Contact Lens and Anterior Eye, <https://doi.org/10.1016/j.clae.2019.02.012>.  
2. clariti<sup>®</sup> 1 day ensures 100% corneal oxygen consumption\* for whiter\*\* brighter eyes.  
\* Brennan NA: Beyond Flux: Total Corneal Oxygen Consumption as an Index of Corneal Oxygenation During Contact Lens Wear. Optom Vis Sci 2005.  
\*\* Data on file, CooperVision; clariti<sup>®</sup> 1 day offers whiter eyes than 1 DAY ACUVUE MOIST.  
\*\*\* clariti<sup>®</sup> 1 day family of contact lenses has UV blocker that supports ocular health. Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed.

## The easy choice for comfort.

### Product features



### Product features

clariti® 1 day's redesigned optimised comfort edge™ provides **improved comfort at insertion** vs. the original edge design.<sup>2</sup>

Almost **90%** of the Eye Care Professionals agreed that silicone hydrogel 1 day lenses **provide better long-term wearing comfort** for their patients than hydrogel 1 day lenses.<sup>1</sup>



A water content of **56%**, similar to a mid-water hydrogel lens.<sup>3</sup>

### Benefits to the consumer

- Excellent **all-day wearer comfort**.
- 85% of habitual hydrogel daily disposable wearers **preferred clariti® 1 day** over their habitual lenses.<sup>4</sup>

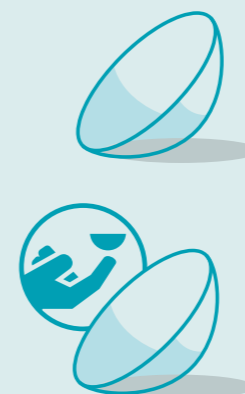


# 81%

of consumers felt that a lens that **maintains a higher level of moisture** was very important.<sup>1</sup>

## The easy choice for technology.

### WetLoc™



### Product features

**WetLoc™ technology** ensures the entire lens surface is continuously moist throughout your day. Our built-in moisture is evenly spread throughout the lens and mimics the moisture dispersion of naturally healthy eyes.

**Great handling<sup>2</sup>** could help to reduce drop out of new wearers.<sup>3</sup>

### Benefits to the consumer

- Retains almost 98% of water after 6 hours of wear.<sup>4</sup>
- **clariti® 1 day has great handling.<sup>2</sup>**



1. Gary Orsborn and Kathy Dumbleton, Contact Lens and Anterior Eye, <https://doi.org/10.1016/j.clae.2019.02.012>.  
2. CooperVision data on file, (2015). Non dispensing, double masked, randomised study n=20.  
3. Manufacturers quoted water content. ACLM 2018.  
4. Observational satisfaction survey involving a subset of 224 hydrogel DD wearers who were refitted with clariti® 1 day in France (2018).

1. CooperVision data on file (2018). Online survey n=1543 consumers from Germany, Italy and Spain.  
2. CooperVision data on file (2019). Multi-visit study to assess handling performance and dehydration characteristics for 4 DD CLs in 20 CL wearers.  
3. Sulley A et al (2017). Factors in the success of new contact lens wearers. Contact Lens and Anterior Eye 2017 Feb;40 (1):15-24.  
4. CooperVision data on file (2019). Multi-visit study to assess handling performance and dehydration characteristics for 4 DD CLs in 20 CL wearers. Absolute moisture retention 98.8%, relative moisture retention 97.8%.

## The easy choice for value for money.<sup>†</sup>

### Benefits of SiHy daily disposables to your business.



Switching patients can deliver **additional margin** as demonstrated using CooperVision's margin calculator.



Increased recommendations.<sup>1</sup>



Recognise the **added value** of silicone hydrogel.<sup>1</sup>



**Dual-wear** opportunities.



Can help improve patient retention.<sup>2</sup>

### Benefits to your patients

- clariti<sup>®</sup> 1 day has all the benefits of a SiHy daily disposable without the price premium.<sup>†</sup>
- Cost comparison calculator featured on the OptiExpert<sup>™</sup> app supports conversations in practice and guides patients to the most appropriate modality and material.

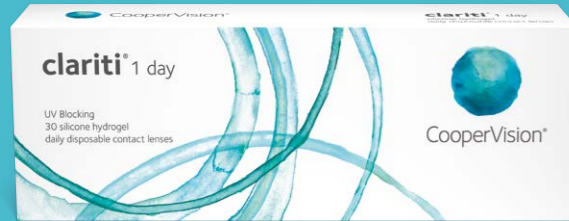
Patients will pay more if they know they are getting a healthier lens wearing experience.<sup>3</sup>

1. CooperVision consumer insight study, (July 2018.) GB adults who wear daily disposable contact lenses: n=279.  
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# clariti® 1 day contact lenses.

## Right for your business, right for your patients.

Sphere, toric and multifocal options offers a wide range of parameters across three lens design.



### clariti® 1 day sphere

Aspheric optics reduce natural aberrations in the eye for improved vision quality.

Material	somofilcon A
Water content	56%
Base curve	8.6mm
Diameter	14.1mm
Centre thickness	0.07mm
Dk/t	86 x 10 <sup>-9</sup> @-3.00D
Modulus	0.5 MPa
UV Blocking	Class 2 72% UVA/98% UVB
Pack size	5, 30, 90

Power range	
Sphere power	
-0.50 to -6.00DS	(0.25D steps)
-6.50 to -10.00DS	(0.50D steps)
+0.50 to +6.00DS	(0.25D steps)
+6.50 to +8.00DS	(0.50D steps)



### clariti® 1 day multifocal

Smooth, constant-powered progressive zones. The two-ADD centre-near design spans the complete range of reading ADDs, offering excellent vision at all distances.

Material	somofilcon A
Water content	56%
Base curve	8.6mm
Diameter	14.1mm
Centre thickness	0.07mm
Dk/t	86 x 10 <sup>-9</sup> @-3.00D
Modulus	0.5 MPa
UV Blocking	Class 2 72% UVA/98% UVB
Pack size	5, 30, 90

Power range	
Sphere power	
+5.00 to -6.00DS	(0.25D steps)
LOW Addition	Up to +2.25D
HIGH Addition	+2.50 to +3.00D

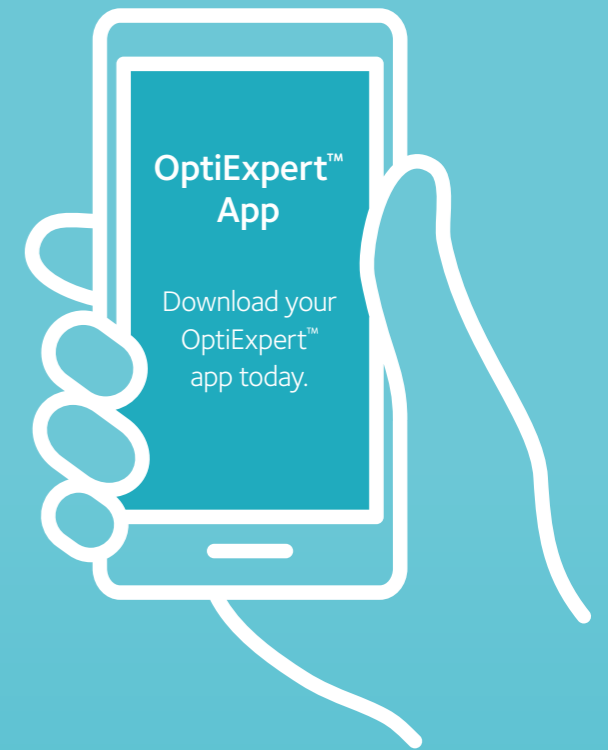


### clariti® 1 day toric

Smooth gradient ballast toric design for a consistently stable fit.

Material	somofilcon A
Water content	56%
Base curve	8.6mm
Diameter	14.3mm
Centre thickness	0.105mm
Dk/t	57 x 10 <sup>-9</sup> @-3.00D
Modulus	0.5 MPa
UV Blocking	Class 2 72% UVA/98% UVB
Pack size	5, 30

Power range			
Sphere power		Cylinder power	Axes
Plano to -6.00DS -6.50 to -9.00DS	(0.25D steps) (0.50D steps)	-0.75, -1.25, -1.75	10°, 20°, 60°, 70°, 80°, 90°, 100°, 110°, 120°, 160°, 170°, 180°
	+0.25 to +4.00DS		(0.25D steps)
Plano to -6.00DS -6.50 to -9.00DS	(0.25D steps) (0.50D steps)	-2.25	10°, 20°, 90°, 160°, 170°, 180°



### Putting expertise in your pocket.

OptiExpert™ is an essential tool for your practice. It's an app offering four functions in one: a digital version of the **Efron Grading Scale**, easy-to-use **multifocal** and **toric calculators**, and **oxygen profile maps**. All designed to speed up contact lens selection and make the patient experience better than ever.

Available on the App Store and Google Play.

