

# let's talk about how to do one day better



Many of your patients are passionate about sustainability and protecting our planet. You have an opportunity to show that you share those values and to increase their loyalty to your practice by talking to them about **clariti® 1 day, the first net plastic neutral contact lens<sup>1</sup>**.

Here are some of the questions you're likely to hear and how you can respond.

## What is plastic neutrality?

It's like carbon neutrality, but instead of carbon credits, it uses plastic credits. A company or brand is considered plastic neutral when it recovers and recycles the same amount of plastic it uses or produces<sup>2</sup>.

## How does it work?

For every box of clariti® 1 day distributed in the United States since January 2021<sup>2</sup>, CooperVision®, the makers of clariti® 1 day, has partnered with Plastic Bank<sup>®3</sup> to collect and convert an equal amount<sup>3</sup> of ocean-bound plastic through their global network. That includes everything that goes into your contacts—the lenses, blisters, cartons, and even the ink printed on the boxes!

## How much of an impact am I making?

Together, we're making a huge difference. In the first three months of 2021 alone, **clariti 1 day patients helped remove the equivalent of more than 5.5 million plastic bottles from the environment.**

## Who benefits?

Through CooperVision's partnership with Plastic Bank®, **we all win**, including plastic waste collectors in coastal communities. They receive a premium for the materials they collect to help them provide for basic family necessities, such as groceries, school tuition, and health insurance.

## How else does clariti® 1 day support sustainability?

clariti® 1 day is sustainably manufactured at a LEED Silver-certified facility in Costa Rica where more than 95% of the materials used in production are recycled—including almost 100% of the plastic generated. Plus, more than 95% of the plant's electricity comes from renewable sources.<sup>4</sup>



## Can I recycle my clariti® 1 day contact lenses and/or packaging?

The contact lens blisters from CooperVision are classified as a #5/PP plastic, a designation similar to yogurt cups and hummus containers, and can be recycled. CooperVision's cartons are made from standard paperboard materials, which are classified as recyclable paper (#21PAP or #23 PAP, depending on location) in a typical household collection. In many cases, depending on local recycling/sanitation vendors, these can be included alongside other recyclable materials for regular pickup in ordinary bins. Make sure to ask your local government office and/or service contractor to ensure acceptance. One of the most important tenets of recycling is to keep similar materials together, which makes sorting easier and prevents cross-contamination. CooperVision recommends removing the foil from contact lens blisters and then placing the collected foils together in a small ball in the recycling stream, giving it a better opportunity to be sorted as part of a municipality's process. And please do not place contact lenses in drainage systems.

## What if I wear a toric or a multifocal lens?

You're still making an impact. The net plastic neutrality initiative applies to the entire family of clariti® 1 day lenses, so with clariti® 1 day, you can make an impact no matter what your vision correction need is.

## Plastic neutrality aside, why else should I wear clariti® 1 day?

For a lot of reasons. They're made of silicone hydrogel, the healthiest contact lens material<sup>4</sup>, which allows more oxygen to your eye<sup>5</sup>. They're 1-day contact lenses, so they're convenient. And their everyday value<sup>6</sup> makes it easy to transition into 1-day lenses.

**good for your patients.  
good for your practice.  
good for our planet.**



**Take the opportunity to discuss clariti® 1 day with your patients and show them how you can do one day better, together.**



1. CooperVision data on file 2020. Sustainability report, clariti® 1 day in U.S.

2. Phillippe L. The differences between carbon neutral, plastic-free, and plastic neutral every eco-conscious shopper should know. Real Simple. April 17, 2020. Accessed December 21, 2020. <https://www.realsimple.com/home-organizing/green-living/carbon-neutral-plastic-free>

3. Includes clariti® 1 day, clariti® 1 day toric, and clariti® 1 day multifocal in the US. Net plastic neutrality is established by purchasing credits from Plastic Bank. A credit represents the collection and conversion of one kilogram of plastic that may reach or be destined for waterways. CooperVision purchases credits equal to the weight of plastic in clariti® 1 day orders in a specified time period. clariti® 1 day plastic is determined by the weight of plastic in the blister, the lens, and the secondary package, including laminates, adhesives, and auxiliary inputs (e.g. ink). Amount is defined as weight.

4. As of Q1 FY 2018. Data subject to change.

5. Orsborn G, Dumbleton K. Eye Care Professionals' Perceptions of the Benefits of Daily Disposable Silicone Hydrogel Contact Lenses, Contact Lens and Anterior Eye; 42 (2019) 4:373-379. CVI data on file 2018. Survey results of ECPS in US, UK and Japan, n=300.

6. Based on manufacturers published data. clariti 1 day has Dk/t of 86. Compared to Proclear 1 day (Dk/t 28), 1-day Acuvue Moist (Dk/t 25.5), Dailies Aquacomfort Plus (Dk/t 26) and Biotrue ONEday (Dk/t 42). ACUVUE® and MOIST® are trademarks of Johnson & Johnson® Medical Ltd. DAILIES® and AquaComfort Plus™ are trademarks of Novartis AG. Biotrue® is a trademark of Bausch & Lomb Inc. Hubble® is a trademark of Vision Path, Inc

7. CVI data on file 2020. prospective, double masked, bilateral, randomized cross-over dispensing 1-week study, with clariti® 1 day and 1-DAY ACUVUE® MOIST in FRP SiHy wearers. N=55; p<0.01. Warning: do not expose contact lenses to water while wearing them.