

share some exciting news with your patients

CooperVision® has taken the next step in our continuing sustainability journey by making clariti® 1 day the first net plastic neutral contact lenses in the US.¹ That is big news for patients who want the convenience of a 1-day lens and the chance to **make a positive impact on the environment**.

The assets below will make it easy to share this news. They include copy, a web banner, and photography that you can add to your website to get your patients excited and eager to discuss clariti® 1 day at their next appointment.



web copy

how clariti® 1 day is doing **one day better**

For our patients who want more than just a high-performing contact lens but one that also supports their sustainability values, we offer net plastic neutral clariti 1 day. For every box of clariti® 1 day² distributed in the United States since January 2021, CooperVision®—the maker of clariti 1 day—partners with Plastic Bank® to collect and convert an equal amount of ocean-bound plastic through their global network.¹

An annual supply of clariti 1 day contact lenses can help make a big impact. 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.

But this story goes beyond sustainability. Through CooperVision's partnership with Plastic Bank, plastic waste collectors in coastal communities receive a premium for the materials they collect to **help them provide for basic family necessities**. So you're also making a positive social impact just by wearing clariti 1 day.

Add to that the fact that clariti 1 day is a 1-day contact lens **made of the healthiest contact lens material³ available** and an **everyday value⁴**—you can wear a 1-day contact lens without a big investment.

Interested in a quality lens that makes a positive impact on the planet? clariti 1 day may be for you. **Let's talk about it at your next appointment.**

web banners and images



650x250



250x250



250x250



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

2. clariti® 1 day is defined as orders and includes clariti® 1 day sphere, clariti® 1 day toric, and clariti® 1 day multifocal product sold & distributed by CooperVision in the US.

3. 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.

4. 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.]