

From: **CooperVision** <test@coopervision.com>
To: [Recipient Email]
Date: [October 1, 2020] at [2:34 PM]
Subject: [Test] Different kind of school year. Different kind of contact lens.

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Learning looks a little different this year.



From elementary schools to universities,
this won't be a typical school year.

With so much learning happening online,
the increased screen time can cause digital eye strain.
Symptoms include eye tiredness and dryness—
which is no way to spend the school day.



Kids' daily screen
time has grown by **50%**¹



80%
of teachers
are currently
facilitating
distance
learning via
e-learning²

83% of college administrators
say they saw an increase in
interest in online programs³

78% of a college student's
day is spent staring
at a laptop⁴



Biofinity Energys® contact lenses are
designed to help with symptoms
associated with digital eye strain, such
as eye tiredness and dryness. **9 out of
10** patients agree that Biofinity Energys®
help their eyes not feel strained.⁵

**Make an appointment today to see how Biofinity Energys®
contact lenses can help with the demands of the virtual school year.**

References:

- 1 SuperAwesome survey amongst 667 kids in the US between the age of 6-16 years old. 2020.
- 2 Voices from the Virtual Classroom – A Survey of America's Teachers on COVID-19-Related Education Issues. Educators for Excellence. 2020.
- 3 Best Colleges, 2020 Online Education Trends Report.
- 4 Longitudinal study of Stanford University undergraduates. July 2020.
- 5 CVI Data on file 2016. Prospective, multi-center, subject-masked, bilateral, one month dispensing study in USA with Biofinity Energys in existing Biofinity sphere wearers. N=52. After 2-weeks.

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