



meet the first net plastic neutral contact lens¹ and see how clariti[®] 1 day is doing one day better



because sustainability is a BIG deal thanks to people like you

78%

of consumers are more conscious of supporting green/sustainable companies versus five years ago²



said they would go out of their way to support a company that makes strong efforts to be sustainable²



94%

of US contact lens wearers agree that keeping plastic out of oceans is important to them³



so what is plastic neutrality? we're glad you asked

Plastic neutrality is when the net plastic associated with a product is reduced to zero for a defined period

CooperVision[®], maker of clariti[®] 1 day, is partnering with Plastic Bank to reduce ocean-bound plastic waste¹

Plastic collectors in coastal communities receive a premium for what they collect to help provide for family necessities



want to do one day better? ask us about clariti[®] 1 day.



1. clariti[®] 1 day is the first net plastic neutral contact lens in the US thanks to credits we purchase through our partnership with Plastic Bank. 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. 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). CVI data on file 2020. Sustainability report, clariti[®] 1 day in US. Based on top 4 global contact lens manufacturers.

2. 2020 Survey. The Recycling Partnership.

3. CVI data on file 2020. Decision Analyst online survey with 1--day soft CL wearers in US, n=304. Top 3 box on 7 point scale. Warning: Do not expose the contact lenses to water while wearing them.