CooperVision Introduces Proclear® 1 day multifocal lenses

Date:

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Rochester, N.Y. — CooperVision Inc. today announced the launch of Proclear® 1 day multifocal daily disposable contact lenses, which provide presbyopic patients with excellent vision at all distances and address age-related dryness, all in the convenience of a daily disposable lens.

According to one study1, 25 percent more people globally are expected to become presbyopic by the year 2020. This is incredibly significant given that the pool of presbyopes is already estimated at more than one billion worldwide. Proclear 1 day multifocal lenses offer the convenience of a daily disposable lens for the full-time or occasional wearer, along with all-day comfort and high performance for patients who want an overall, more natural visual experience.

“There are many dynamics at play in the contact lens market right now that are driving lens innovation,” said Dennis Murphy, executive vice president, global sales and marketing, CooperVision. “With more presbyopic patients emerging every day, each with his or her own unique visual needs and lifestyles, there is a tremendous opportunity for practitioners to embrace multifocal daily disposable contact lenses.”

CooperVision offers one of the most comprehensive multifocal contact lens portfolios in the industry to treat presbyopic patients—even those with astigmatism. The latest lens, Proclear 1 day multifocal, appeals to both daily and occasional wearers due to its healthier modality, ability to provide excellent vision at all distances, and CooperVision’s PC Technology™, known for its comfort. In fact, Proclear is the only lens material cleared by U.S. Food and Drug Administration to claim that it: “May provide improved comfort for those who experience dryness or mild discomfort during lens wear.”

More and more, patients and practitioners are seeing the benefits of daily disposable contact lenses. Lifestyle often plays a significant role for the occasional wearer who may use daily disposable lenses as an alternative or complement to progressive spectacles or reading glasses when participating in sports or social activities. Daily disposable wearers find them to be a convenient choice as they eliminate the cost and hassle of lens care solutions. Proclear 1 day multifocal lenses can ease the adaptation that presbyopes encounter and can help prevent contact lens dropouts.

“The challenge with creating a great multifocal contact lens is being able to improve a patient’s near vision without sacrificing the quality of distance and intermediate vision,” said Arthur Back, vice president, research and development, CooperVision. “Proclear 1 day multifocal lenses strike the right balance between patient and practitioner satisfaction, as they’re designed to be easy to fit, while still providing excellent vision performance and comfort.”

The center-near aspheric design and simplified fitting approach make it easier to select the right lens for patients in all stages of presbyopia—whether they are emerging or existing presbyopes. Proclear 1 day multifocal lenses are offered in a broad power range and are designed with a single power profile. With the use of a near boost in the non-dominant eye, the lens can accommodate patients up to +2.50 ADD. As a result, practitioners will be able to more easily adjust prescriptions—even as they change—contributing to less chair time, more profitable visits, and improved patient satisfaction.

A recent CooperVision-sponsored study compared the vision performance of Proclear 1 day multifocal lenses with a market-leading multifocal lens. Among patients with ADDs of +1.25 to +2.50, Proclear 1 day multifocal lenses scored equivalent for near vision and equivalent or better for intermediate and distance vision after one hour of wear. In the same study, Proclear 1 day multifocal lenses were preferred for vision among patients with ADDs of +2.00 to +2.50 after one hour of wear.

“CooperVision continues to provide new multifocal lenses to meet the needs of a growing presbyope population,” added Murphy. “People deserve a comfortable, convenient, and effective lens that fits their lifestyle. With our extensive portfolio of contact lenses, practitioners have options for every type of patient.”

Proclear 1 day multifocal lenses are manufactured with PC Technology, a unique lens material that attracts and maintains moisture, thus reducing dryness. The lenses feature sphere powers from +6.00 to –10.00 (0.50 steps after -6.00); a base curve of 8.7 mm; and a diameter of 14.2 mm. The lens is designed with a single power profile that can accommodate patients up to +2.50 ADD power.

The lens will be launched initially in the U.S., Canada, Australia, New Zealand, and in a number of European countries.

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. (NYSE: COO), is one of the world's leading manufacturers of soft contact lenses. Dedicated to continually bringing a refreshing perspective to the contact lens experience for practitioners and patients, CooperVision specializes in lenses for astigmatism, presbyopia, and ocular dryness. The company routinely collaborates with eye care professionals in the research and development of relevant products. CooperVision manufactures a full array of monthly, two-week, and daily disposable contact lenses featuring advanced materials and optics.

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