CooperVision Experiencing Renewed Demand for Avaira Contact Lenses

Date:

Tuesday, October 23, 2012

Pleasanton, CA — CooperVision, Inc. (NYSE: COO) is experiencing renewed demand for the Avaira sphere and toric products among practitioners worldwide as practitioners upgrade their current two-week wearers to Avaira lenses.

As the only two-week lens to have polyethylene glycol (PEG), as an integral component of the contact lens, Avaira lenses provide comfort – not only at the end of each day, but during the entire wearing cycle. This is due in part to the compound's well-established ability to tightly bind water, helping maintain hydration and helping eliminate the need for rewetting agents.

Millions of current and potential wearers are also intrinsically familiar with PEG's benefits, via its use as a key ingredient in leading dry eye relief drops.

"We are seeing more practitioners upgrade their current two-week wearers to Avaira lenses, delivering significant comfort -- from the initial fit to end-of-wear," said Andrew Sedgwick, president, Americas, CooperVision. "By combining the benefits of PEG with a naturally-wettable material that has a low modulus and a high Dk, the Avaira brand is steadily winning converts."

Avaira lenses with Aquaform® Technology– in addition to their naturally wettable properties – also incorporate a high level of oxygen transmissibility (125 Dk/t sphere, 91 Dk/t toric), rounded edges that promote minimal lid interaction, and a low coefficient of friction and high lubricity (after 2 weeks of wear), for a smoother lens surface contributing to long-lasting comfort. In fact, eight out of ten Avaira lens wearers wear their contacts for 14 hours or longer per day.

Avaira toric lenses are now available in expanded parameters to meet the needs of more patients than ever before. Designed for outstanding stability and visual acuity, with optimized lens geometry, uniform horizontal ISO thickness and wide ballast design plus a larger toric optic zone, Avaira toric lenses now come in high minus powers (8.5mm base curve; plano to -6.00D sphere in 0.25 steps; -6.50D to -10.00D sphere in 0.50 steps; cylinders of -0.75, -1.25, and -1.75; and axes from 10 degrees to 180 degrees). Plus powers and a -2.25 cylinder are scheduled for availability in 2013.

Avaira sphere lenses deliver great clarity across all powers thanks to unique aspheric optics that minimize spherical aberrations inherent in both the lens and eye. They are available in an 8.4mm base curve (+0.25 to +8.00D; in 0.50 steps > +6.00D) and 8.5mm base curve (-0.25 to -12.00D; in 0.50 steps > -6.00D).

All Avaira brand lenses feature an ultraviolet radiation blocker to help protect wearers' eyes, blocking 75 percent of UVA and 99 percent of UVB rays.

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, manufacturing a full array of

monthly, two-week, and daily disposable contact lenses featuring advanced materials and optics.

About The Cooper Companies

The Cooper Companies, Inc. (“Cooper”) is a global medical device company publicly traded on the NYSE Euronext (NYSE:COO). Cooper is dedicated to being A Quality of Life Company™ with a focus on delivering shareholder value. Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to crafting a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical focuses on supplying women’s health clinicians with market leading products and treatment options to improve the delivery of healthcare to women. Headquartered in Pleasanton, CA, Cooper has over 7,500 employees with products sold in over 100 countries. For more information, please visit www.coopercos.com [1].

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