CooperVision introduces MyDay™ daily disposable lenses

Date:

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MANCHESTER, ENGLAND, 6 June 2013 — Combining its deep understanding of daily disposable wearing habits, practitioner demands and advances in materials science, CooperVision Inc. (NYSE: COO) today unveiled MyDay™ daily disposable lenses at the British Contact Lens Association (BCLA) Clinical Conference & Exhibition.

Featuring a unique chemical structure called Smart Silicone™ chemistry, MyDay™ lenses (stenfilcon A) create efficient channels for oxygen delivery to the cornea. With less silicon needed to achieve the desired oxygen permeability levels, the efficient silicone network allows for increased hydrophilic materials. This results in improved lens surface wettability, higher water content and lower hydrogel-like modulus for a softer, more comfortable wearing experience.

Consequently, MyDay™ lenses offer practitioners and patients the optimal balance of comfort, handling and breathability for a healthy lens-wearing experience. The lenses are expected to be available in Europe by September 2013, with rollouts in other global markets beginning in 2014.

“As the silicone hydrogel daily disposable category has evolved, we’ve been patient in our approach, spending time to develop a lens platform that addresses all critical requirements from the industry and wearers,” said Dennis Murphy [1], executive vice president, Global Sales and Marketing, CooperVision.

He added: “MyDay™ is silicone hydrogel taken to the next level. It’s designed for today’s generation that’s approaching life faster, smarter and more efficiently – people who want to experience all the world has to offer, yet do so effortlessly. MyDay™ promises healthier wear while minimising patient interaction with, and awareness of, the lens.”

Clinical research indicates that nine of every 10 patients are satisfied with the comfort of MyDay™ lenses. In a bilateral, randomised, investigator-masked wearer comparison with the current leading daily disposable lens, MyDay™ lenses enjoyed superior performance across all measures: comfort, dryness, handling (by a staggering five-to-one ratio) and overall satisfaction. In addition, after two weeks of daily disposable lens wear, the high oxygen permeability of MyDay™ daily disposables contributed to less eye redness, resulting in whiter looking eyes.”

Keith Tempany, practitioner and owner of renowned boutique opticians and contact specialists, ‘Tempany’s’, based in Broadstone, United Kingdom, trialled the lens. He said: “I’ve found MyDay™ to be one-of-a-kind: a daily disposable lens without compromise. MyDay™ lenses with Smart Silicone™ bring oxygen transmission at a greater level than needed for daily wear. The high water content enhances lens movement and contributes to wearer comfort. And the hydrogel-like modulus has superb handling and is gentle against the ocular tissue, allowing effortless transition of existing hydrogel daily disposable wearers. I expect high demand among practices who understand what daily wearers need in an optimised lens.”

Mark Harty, European president of CooperVision, said: “We are delighted to be bringing to market a completely new product that forever changes the face of the daily disposable contact lens market. We know that silicone hydrogel is currently the preferred material for daily wearers, yet the lenses available today continue to be perceived by some practitioners and patients as difficult to fit, not easy to handle and uncomfortable at the end of the day.

We aim to advance the entire industry with the launch of MyDay™, helping eye care practitioners offer the benefits of silicone hydrogel lenses to even more patients by providing a product with an

optimal balance of comfort, handling and breathability for a healthy lens-wearing experience. We're confident that once patients try MyDay™, they won't look back."

MyDay™ lenses will be available in sphere powers of -10.00D to +6.00D (in 0.25D steps to -6.00D and 0.50D steps to -10.00D; and in 0.25D steps to +5.00D and 0.50D steps to +6.00D). All lenses have an 8.4mm base curve and 14.2mm diameter, with a 0.08mm centre and 0.07mm edge thickness. An ultraviolet radiation blocker helps protect wearers' eyes, limiting 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 fresh perspective to the contact lens experience for practitioners and patients, CooperVision specialises 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 and daily disposable contact lenses featuring advanced materials and optics. For more information, visit www.coopervision.com [2].

Contact lenses are medical devices and can only be prescribed and dispensed by a licensed eye care professional.

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 [3].

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