CooperVision Biofinity Is Fastest Growing Contact Lens Brand In The U.S.

Date:

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Pleasanton, Calif., June 17, 2013 – CooperVision today announced that its Biofinity® brand is the fastest growing contact lens brand in the U.S.[1] [1] The number of new patients wearing Biofinity grew faster than any other frequent-replacement contact lens brand in the past 12 months with its toric lenses leading the monthly toric category.

The Biofinity family of contact lenses features an advanced material that brings together a high level of water content and oxygen transmissibility resulting in a comfortable and healthier lens wearing experience. This technological breakthrough is due to its exclusive Aquaform® Technology. Aquaform Technology gives the lens material hydrophilic properties which utilize longer siloxane chains, resulting in less silicone having to be incorporated into the material to achieve high oxygen permeability. It forms hydrogen bonds with water molecules; locking the water into the lens to aid in comfort and minimize deposits.

Biofinity is the only monthly lens with Aquaform Technology, combining a unique balance of high oxygen permeability (Dk128), high water content (H_2O 48 percent), a naturally wettable material that resists deposits for all day comfort, and optimum modulus for a softer, more flexible lens (modulus 0.75 MPa). High levels of oxygen flowing through the lenses, increase breathability and promote a healthier lens wearing experience. Unlike many other silicone hydrogel lenses, Biofinity lenses stay moist throughout the lens-wearing cycle without the need for wetting agents. Additionally, Biofinity lenses can be prescribed for up to seven consecutive days and six nights.

“The Biofinity portfolio includes one of our broadest product lines, enabling eye care practitioners to recommend to their patients a premium contact lens that offers comfort, moisture, and visual performance,” said James Gardner, Vice President of Marketing, Americas. “Our continued commitment to offering practitioners and their patients the most advanced and comfortable contact lenses available has resulted in an increased demand for Biofinity products.”

The Biofinity family of products includes: Biofinity sphere®, Biofinity toric® and Biofinity multifocal®, and are recommended for patients with nearsightedness, farsightedness, astigmatism and presbyopia. Biofinity Toric lenses are preferred over the leading silicone hydrogel toric lens for end of day comfort after four weeks of wear by 8 out of 10 patients with astigmatism.

Biofinity is available in sphere powers of +8.00 D to -12.00 D. Biofinity multifocal lenses are available in sphere powers of +6.00 D to -8.00 D and in four ADD powers (+1.00, +1.50, +2.00, +2.50). Biofinity toric lenses are available in sphere powers of +8.00 D to -10.00 D and in four cylinder powers
(-0.75, -1.25, -1.75, -2.25).

For information about Biofinity, please visit http://coopervision.com/contact-lenses/biofinity-contacts [2].

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. (NYSE: COO), is one of the world’s leading manufacturers of soft contact lenses. The Company produces a full array of frequent replacement and daily disposable contact lenses, all featuring advanced materials and optics. CooperVision has a strong heritage of solving the toughest vision challenges; such as astigmatism and presbyopia; and

offers the most complete collection of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, thereby creating real advantages for customers and wearers. For more information, visit www.coopervision.com [3].

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 approximately 7,800 employees with products sold in over 100 countries. For more information, please visit www.coopercos.com [4].

[1] [5] In the last 12 months with data through March 2013.

Category Tags:

- Biofinity [6]

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