



Sustainability and Contact Lenses

How the CooperVision clariti® 1 day net plastic neutral initiative impacts patient perspectives of contact lenses and eye care professionals

Introduction and background

The health of the planet is an increasingly important issue for many people—including prospective contact lens wearers.

As part of CooperVision's commitment to sustainability, the company has partnered with Plastic Bank® to make clariti® 1 day the first net plastic neutral contact lens.¹ For every box of clariti® 1 day distributed in the United States since January 2021, CooperVision funds the collection, processing, and reuse of general plastic waste that is equal to the weight of the plastic contained in clariti® 1 day lenses and packaging.² The partnership makes it easy for anyone who recommends, prescribes, or wears clariti® 1 day to make a positive impact on the environment³, and provides an opportunity for eye care professionals to make deeper connections with their sustainability-focused patients.⁴

Through new consumer research, CooperVision sought to understand how net plastic neutrality affects patient perspectives of contact lenses and the eye care professionals who prescribe them.

An online survey was conducted by Decision Analyst in April 2021 in the United States among people aged 16 to 35 years old.

KEY INSIGHT #1

An environmentally friendly contact lens option sways trial.

Among 734 screened respondents who required vision correction, 51% said that they would not consider contact lenses in the next six to eight months. However, 38% of these respondents said that they would consider contacts if there were an environmentally friendly option.

Of the respondents who had tried contact lenses in the past—but were no longer wearing them—15% said that contacts not being sustainable was a factor in their decision.

Sustainability matters to contact lens wearers.



believe in recycling



think keeping plastic out of our oceans is important⁵



feel manufacturers need to take responsibility for the waste they create



believe manufacturers need to embrace sustainable manufacturing techniques⁵

Sustainability matters to contact lens considerers.



83%
say their interest in trying contact lenses would increase if a net plastic neutral contact lens was an option⁶



80%
agree that having a net plastic neutral daily disposable contact lens would make them feel better about using daily disposable contact lenses⁷



80%
would be more likely to start using contact lenses if there was a net plastic neutral option⁸

KEY INSIGHT #2

Almost all people considering contact lenses would choose a net plastic neutral lens over other comparable lenses.

When given the choice between a net plastic neutral contact lens or one that is not, more than 9 in 10 respondents who would consider contact lens wear⁹ (n=205) reported they would choose the plastic neutral lens because:



It is environmentally friendly;



They think the lens would have good attributes; or



The concept implies the company is good and socially responsible

In addition, 8 in 10 respondents who would consider contact lens wear said that if their eye care professional were to recommend the lens, **they would be likely to buy it in the next 12 months.**¹⁰

After being introduced to the concept of a net plastic neutral contact lens, respondents continued to believe in making sustainable choices. Nearly 9 in 10 liked that by using a net plastic neutral contact lens, **they would be making a positive impact on the environment.**¹¹

KEY INSIGHT #3

Comfort, convenience, and cost are always top of mind among patients—but sustainability is also important and can further strengthen the patient-ECP relationship.

Beyond an ECP recommendation, respondents who would consider wearing contact lenses indicated that important factors are:

- A high level of comfort
- Lens moisture retention throughout the day
- Easy application and removal¹²
- Clear and crisp vision
- Value (or cost)¹³

Take note that consumers expect any lens to have these features, inferring that other elements are responsible for their preferences. Silent but important drivers behind their choices included:



manufacturer sustainability practices or partnerships,



social responsibility,



the ability of the lenses to keep eyes white and bright,¹⁴



and whether the lenses were made from high-performing material.

The survey results revealed an opportunity for ECPs to positively engage their patients, increase patient consideration of contact lenses, and improve the strength of their relationships by proactively discussing the net plastic neutral contact lens. In fact, survey respondents who would consider contact lens wear said that if their ECPs were to discuss or recommend a net plastic neutral contact lens, their perceptions of those ECPs would change in positive ways:

Nearly
9 in 10
would consider their ECP more environmentally conscientious¹⁵

8 in 10
would consider their ECP more innovative or up to date on the newest trends in eyewear^{16,17}

3 in 4
say their trust in their ECP would increase¹⁸

Leveraging net plastic neutrality in practice.

The results of the survey clearly show that patients care about the environment—and they want their eye care professionals to care, too. The CooperVision clariti® 1 day net plastic neutral initiative is an easy way for ECPs and their patients to make a positive impact on the environment³, as it automatically accounts for the plastic in each box of clariti® 1 day distributed in the U.S.¹

clariti® 1 day already delivers excellent performance¹⁹ and exceptional everyday value,²⁰ and it now also offers even more opportunity for a brighter future—for the planet and the people who live on it. As ECPs look to move more patients into 1-day contact lenses, plastic neutrality assures them that a 1-day lens is not only good for their eyes, but can make a positive impact on the planet³, too.

Talk to your patients about the efforts you make to be more sustainable, and how clariti® 1 day plays a role.

For more information and tools to help eye care practices educate patients about the plastic neutral initiative, visit clariti.coopervision.com

1 CVI data on file 2020. Sustainability report, clariti® 1 day in US. Based on top 4 global contact lens manufacturers. 2 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. 3. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 87% of all contact lens considerers agree following exposure to net plastic neutrality description. 4. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 78% of all contact lens considerers agree. 5. 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. 6. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 83% of all contact lens considerers interest in trying contact lenses would increase. 7. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 81% of all contact considerers agree. 8. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 80% of all contact lens considerers agree. 9. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 93% would choose a net plastic neutral contact lens over one that wasn't net plastic neutral. 10. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 11. CVI data on file 2021. clariti® 1 day CL considerers sustainability research survey 205 US consumers aged 16-35 years, Decision Analyst, April 2021. 87% of all contact lens considerers agree following exposure to net plastic neutrality description. Warning: Do not expose contact lenses to water while wearing them. ©2021 CooperVision. 11463 06/21