

# meet the first-of-its-kind net plastic neutral contact lens<sup>1</sup>



We're excited to announce that clariti<sup>®</sup> 1 day contact lenses by CooperVision<sup>®</sup> are now net plastic neutral. For every clariti<sup>®</sup> 1 day<sup>2</sup> contact lens sold, CooperVision partners with Plastic Bank<sup>®3</sup> to collect and convert an equal amount<sup>4</sup> of ocean-bound plastic through their global network. So now you can enjoy the convenience of a 1-day contact lens and feel good knowing that you're making a positive impact on the environment<sup>5</sup>.

clariti<sup>®</sup> 1 day is the ideal introduction into 1-day contact lenses:



**Made of silicone hydrogel** – 9 out of 10 ECPs agree that silicone hydrogel is the healthiest lens material for daily disposable patients<sup>6</sup>



**Everyday value<sup>7</sup>** – a great way to get into 1-day lenses



**Net plastic neutral<sup>1</sup>** – so by simply wearing a lens you love you get all the ocular benefits of a 1-day lens while making an immediate impact on the planet

Call us today to schedule an appointment,  
and let's do one day better – together.



#### References:

1. CVI data on file 2020. Sustainability report, clariti<sup>®</sup> 1 day in US. Based on top 4 global contact lens manufacturers.
  2. clariti<sup>®</sup> 1 day orders includes clariti<sup>®</sup> 1 day sphere, clariti<sup>®</sup> 1 day toric, and clariti<sup>®</sup> 1 day multifocal product sold & distributed by CooperVision in the U.S.
  3. 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<sup>®</sup> 1 day orders in a specified time period. clariti<sup>®</sup> 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).
  4. 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<sup>®</sup> 1 day orders in a specified time period. clariti<sup>®</sup> 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).
  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. Orsborn G, Dumbleton K. Eye Care Professionals' Perceptions of the Benefits of Daily Disposable Silicone Hydrogel Contact Lenses, Contact Lens and Anterior Eye; 42 (2019) 4:373-379. CVI data on file 2018. Survey results of ECPs in US, UK and Japan, n=300.
  7. CVI data on file 2020. prospective, double masked, bilateral, randomized cross-over dispensing 1-week study, with clariti<sup>®</sup> 1 day and 1-DAY ACUVUE<sup>®</sup> MOIST in FRP SiHy wearers. N=55; p<0.01 Warning: Do not expose the contact lenses to water while wearing them.
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