CooperVision®



Unmet Opportunities:

Multifocal Contact Lenses and the Anti-Aging Movement (U.S.)

Advancing Vision. Designed for Every Eye.

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Over the past four decades, multifocal soft contact lenses for presbyopia correction have evolved from specialty products that required special fitting skills and considerable chair time to highly advanced and easily fit products that are dispensed by the thousands each day in the U.S.[1]

Their clinical performance is widely cited, as are patient reports of lifestyle and convenience benefits. New independent data also illustrates their sizable profitability impact compared to progressive glasses-only patients.[2]

The eye care profession could declare victory at this point and move on, but what if multifocal contact lenses provided another untapped advantage for potential wearers and practices alike—one that could unlock even greater enthusiasm and revenue?

As part of our commitment to innovation, CooperVision began investigating how consumers would perceive multifocal contact lenses as part of the multi-billion-dollar anti-aging economy. What we discovered was highly encouraging: widespread acceptance and strong latent demand, with very favorable comparisons to more established longevity products and services.

This presents an incredible opportunity for eye care professionals to further deepen their relationships with patients and grow revenue, and we are enthusiastic to share our findings with you.

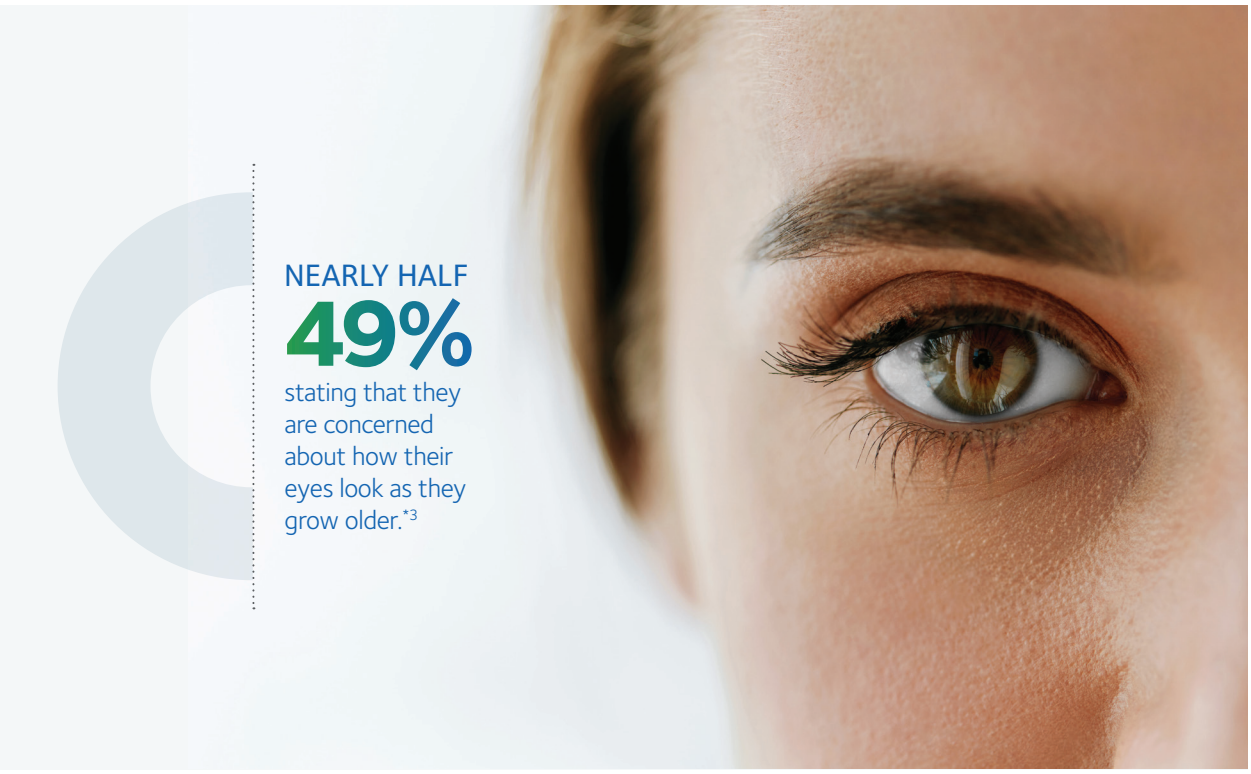
Jennifer Palombi, OD, FAAO
Director, Professional Affairs—Americas



The growing popularity of multifocal contact lenses (MFCLs) in recent years has been aided by numerous studies on presbyopic patients, with significant clinical data generated, published, and circulated around the world.

Yet CooperVision identified a material gap: a lack of knowledge about the psychology of aging as it relates to presbyopia and interventions, especially against the backdrop of a fast-growing anti-aging and longevity marketplace. Could there be unmet patient adoption and practice management opportunities?

To find out, the company commissioned an online survey in **11 markets across the Americas, Europe, and Asia.** In the U.S., which this report addresses, **752 people ages 38 or older participated, 58% of whom receive an eye exam annually and 18% doing so biennially.**



The Surging Anti-Aging and Longevity Movements

Two-thirds (67%) of survey respondents indicated they want to maintain a youthful appearance as they age, with nearly half (49%) stating that they are concerned about how their eyes look as they grow older.*[3]

These consumers are already represented in the $2.4 trillion U.S. health and wellness market, which is projected to grow 5.4% yearly (compounded) through 2034.[4] They're also candidates to take part in the exploding U.S. anti-aging products market. Its size was estimated at $14.05 billion in 2024 and is projected to reach $27.44 billion by 2033 (8% CAGR), driven primarily by skin care-related products, including aesthetic-specific eye products.[5]

The upward trend of investing in personal care is likewise reflected in U.S. consumer purchases of cosmetic procedures (e.g., GLP-1 drugs, laser procedures and other anti-aging options). 46% of people reported spending more in the category in 2024 compared to the prior year.[6]

Even with that spending, Pew reports that only 38% of Americans say they have a great deal of control over how old they look.[7] The same How Americans Are Thinking About Aging study indicates they are certainly trying, though, as they attempt to look younger by taking anti-aging supplements such as collagen or antioxidants (56%), coloring their hair to cover grays (52%), receiving or considering nonsurgical cosmetic treatments such as Botox, dermal fillers or laser therapies (23%), and having or contemplating cosmetic plastic surgery (18%).[7]

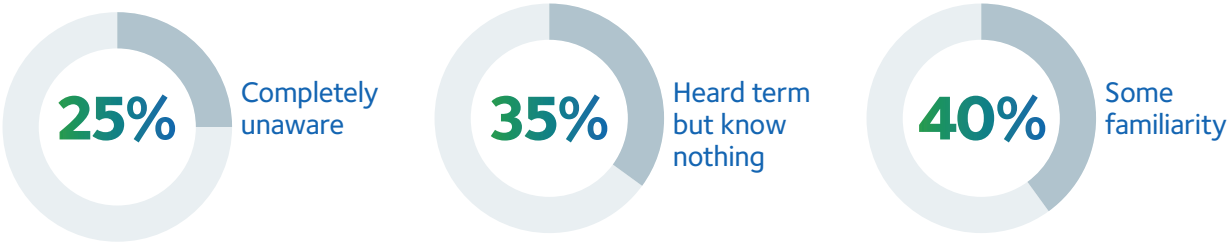
Layering the broader market dynamics, spending behaviors, and consumer attitudes, there would seem to be a role for MFCLs in the anti-aging mix. Would prospective wearers agree? Read on to see.

*Top 3 box; strongly agree, agree, and somewhat agree.

Fundamental Perspectives About Presbyopia and Multifocal Contact Lenses

In the CooperVision survey, participants' general views of presbyopia and MFCLs aligned in large part with well-established research, creating confidence in the overall validity of the work. For instance, 50% of respondents described the impact of presbyopia as causing moderate to extreme frustration or anxiety in their daily life.†[3]

Unfortunately, there continues to be challenges related to MFCL familiarity: 25% were completely unaware of the product type and 35% had heard the term but knew nothing about them.‡[3] A separate study found that even among vision corrected U.S. adults who are experiencing nearsightedness, MFCL awareness is only 51%.[8]



GRAPHIC: LOW MFCL FAMILIARITY PERCENTAGE‡[3]

On the flip side, once they're aware, consideration skyrockets. Among respondents very familiar with MFCLs, 77% would consider use.§[3]

Ensuring existing contact lens wearers have awareness of MFCLs at an earlier age can also be advantageous. Another recent study showed that out of current spherical/toric contact lens wearers younger than 35 years old, 68% indicated interest in switching to MFCLs once they are presbyopic.[9]

Early adoption also brings practice management benefits—annually and over a lifetime of continued contact lens use. New data from a Contact Lens Institute sponsored analysis of U.S. eye care practices revealed that MFCL wearers, on average, generate 29% more annual profit than progressive glasses-only patients.[2]

77%
WOULD CONSIDER USE.§[3]



†Top 3 box; extremely frustrated/anxious, very frustrated/anxious, and moderately frustrated/anxious.
‡n=729.
§Top 2 box; probably and definitely would use. n=150.

Opportunity in Clear Sight

As part of the CooperVision survey, participants were introduced to MFCLs, then asked to rank their top three preferences from a list of 10 anti-aging product and service categories that included MFCLs. The opportunity for the U.S. eye care community could not be clearer.

MFCLs were the fourth most frequently selected among respondents' top three rankings, on par with aesthetic dental care and fitness memberships and trailed only skincare and nutritional supplements.¶**[3] They far outpaced cosmetic procedures.

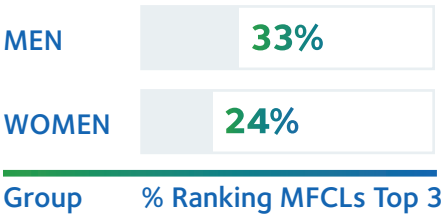


*GRAPHIC: FREQUENCY OF ANTI-AGING PRODUCTS IN TOP 3 RANK¶**[3]*

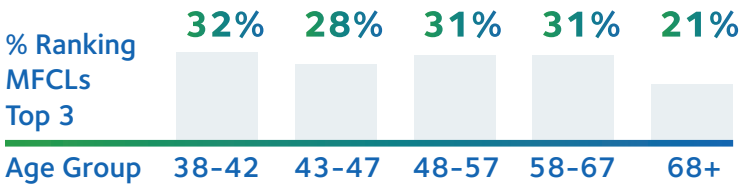
By gender, MFCLs moved into a tie for the second most frequent top three preference among men while being fifth for women.¶**††[3]

They also performed well across different age segments. MFCLs tied for the second most frequent top three preferences (alongside skincare and aesthetic dental care) with the 38-42 population, and third for ages 43-47, fourth for 48-57 (tied with aesthetic dental care), third for 58-67, and fifth for those 68 and older. ¶**‡‡[3]

Of note is that respondents aged 38-47 were significantly more influenced by MFCLs' anti-aging-related benefits compared to older populations, including feeling younger, improving appearance (avoiding age-related stereotypes), and discreetly concealing signs of aging from others.§§◊◊[3]



*GRAPHIC: MFCL TOP 3 APPEARANCE BY GENDER¶**††[3]*



*GRAPHIC: MFCL TOP 3 APPEARANCE BY AGE¶**‡‡[3]*

¶Participants were introduced to multifocal contact lenses as a part of the online survey prior to responding.
**From a list of 10 anti-aging product and service categories including nutritional supplements, skincare, aesthetic dental care, multifocal contact lenses, fitness memberships, haircare, sleep aids, wellness treatments, clothing and accessories, and cosmetic procedures.
††n=374 (males) and n=376 (females); p≤0.10.
‡‡n=111 (ages 38-42), n=89 (ages 43-47), n=224 (ages 48-57), n=149 (ages 58-67).
§§Top 2 box; selected extremely/very influential on decision to use multifocal contact lenses: feeling younger, improving appearance/avoiding age-related stereotypes, and discreetly concealing signs of aging from others.
◊◊n=200; p≤0.010.

Multifocal Contact Lenses: Annual & Lifetime Profitability Advantages[2]

Multifocal contact lenses not only create substantial patient benefits; they can also create substantial practice management advantages. A 2026 Contact Lens Institute study conducted by a team of noted ophthalmic and economic researchers found that compared to U.S. presbyopia patients who wore only progressive glasses, multifocal wearers generated 29% more profit for the practice each year, on average ($485/MFCL patient vs. $376/progressive patient).

Despite higher service and product costs, multifocal contact lens wearers are particularly appreciated for their lifetime value, driven by recurring purchases, greater exam frequency, and other ancillary spending.



Reasonable Obstacles to Overcome

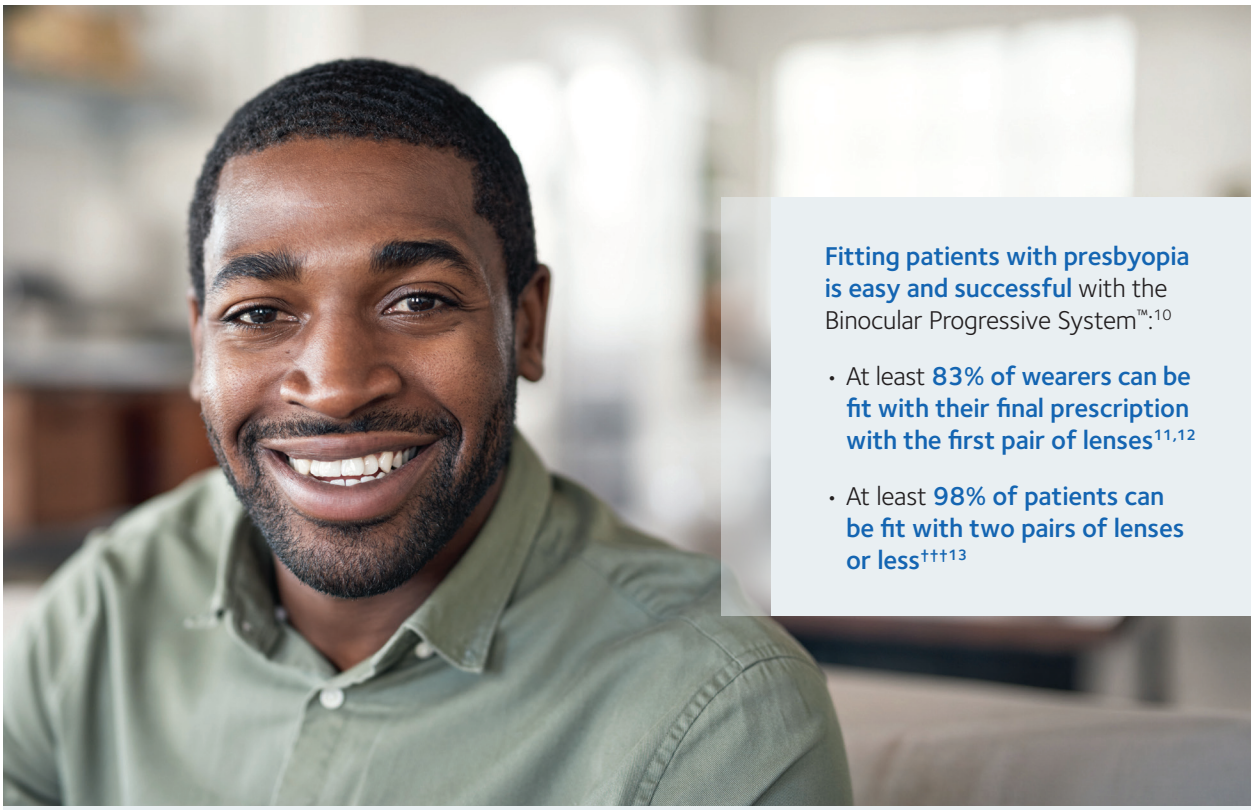
Of course, introducing the anti-aging aspects of MFCLs is not without obstacles, but the two most prominent challenges are distinct and addressable.

The first remains low awareness as the greatest hindrance to consideration. Lack of familiarity is the top-ranked reason MFCLs were not preferred compared to other anti-aging products/services (31% overall), and even more pronounced among the 38-42 population (48%). Needing to touch the eye (30%) and anticipated wear discomfort (28%) rank closely behind, consistent with commonly voiced practice experiences and industry data.**¶¶[3]

When it comes to adoption, perceived cost (41%), insertion and removal (39%), and comfort (35%) represented the greatest overall barriers once respondents were aware of MFCLs and were in the same order on a relative basis for ages 38-42.***[3]

Specific to cost, "perceived" is a qualifier that matters. When compared to other anti-aging options on the 10-category list, MFCLs are in large part the same or an even more affordable option—something that potential wearers may not understand without speaking to their eye care professional.

**From a list of 10 anti-aging product and service categories including nutritional supplements, skincare, aesthetic dental care, multifocal contact lenses, fitness memberships, haircare, sleep aids, wellness treatments, clothing and accessories, and cosmetic procedures.
¶¶n=430.
***n=687; 38-42, n=108.



Fitting patients with presbyopia is easy and successful with the Binocular Progressive System™:[10]

- At least **83% of wearers can be fit with their final prescription with the first pair of lenses**[11,12]
- At least **98% of patients can be fit with two pairs of lenses or less**†††[13]

The Innovation Behind the CooperVision Binocular Progressive System®

CooperVision Binocular Progressive System® is the latest advancement in multifocal lens technology,[14] featuring a 3 Add design that enables optimal vision at every distance.[13] Found in both MyDay® multifocal and clariti® 1 day multifocal 3 Add, Binocular Progressive System™ is an innovative multifocal system with different lens design pairings to cater to all levels of presbyopia, enabling practitioners to fit more patients in multifocal contact lenses.[13]

For **early presbyopes,** the system combines two low Add aspheric center-near designs with a wide distance area and optical progression into the reading area, ideal for maintaining clear distance vision while transitioning into multifocal contact lenses.[13]

For **advancing presbyopes,** the system combines the wide, clear distance vision of the low Add with increasing near support. In the aspheric medium Add design, the central reading area is strengthened and widened.[13]

For **later stage presbyopes,** the system combines the wide, clear distance vision of the low Add with a high Add lens designed with a single powered, spherical center-near zone and dual intermediate power zones. For the spherical center-near design with dual-intermediate power zones, a single powered central reading zone is provided for wearers who need the most help with their near vision.[13]

SCAN TO LEARN MORE

†††When using the fitting guide or OptiExpert®. Fit success 98% MyDay® multifocal and 100% clariti® 1 day multifocal 3 Add with two pairs or fewer.

Building Anti-Aging into Earlier Presbyopia Conversations

Consumers are eager to educate themselves about presbyopia and its implications, beginning with professional guidance. 62% of respondents ages 38-47 wanted their eye doctors to support the presbyopia transition with detailed information about vision correction,‡‡‡[3] and 45% of people aged 38-42 especially wanted the discussions to begin prior to symptom onset.§§§[3]

This assertion is supported by Contact Lens Institute data, which indicates that 41% of Millennials (ages 29-44) are extremely or very interested in MFCLs.[15]

Professionals also have "permission to play" in the anti-aging space. 31% of survey participants look to the medical profession for advice on maintaining their health and youthful appearance—a strong second place ranking that only trails the influence of friends/family (35%).[3]

In total, the findings and related market data signal substantial upside to beginning presbyopia conversations earlier, integrating MFCL anti-aging aspects as supplemental advantages to better known benefits such as vision correction and freedom from glasses.

Patients aged 38-42 are motivated to use anti-aging products that help them feel more confident (65%), improve daily functionality (51%), and maintain a youthful appearance in social settings (38%).◊◊◊[3] Across all survey participants, 85% want products that are convenient and make life easier as they age.*[3]

MFCLs check every box while offering another sizable advantage. Relative to comparative anti-aging products, they deliver immediate results for both vision and appearance—instant gratification in a society that demands the same.

Presbyopia *and* Astigmatism? No Problem.

Patients with astigmatism inevitably face the challenge of presbyopia into the mix, but they don't need to settle for reading glasses. CooperVision® Biofinity® toric multifocal contact lenses combine the comfort and proven optical designs of Biofinity® toric[13]—the most prescribed toric lens on the market[16]—and visual clarity of Biofinity® multifocal.[10]

With more than 200,000 unique prescription options (34x more than the competition),[17,18] nearly 100% of astigmatic presbyopes can be fit with a 92% success rate on initial fitting when using the fitting guide.[19,20]

These highly customized, made-to-order lenses are predominantly manufactured at CooperVision's technologically advanced facility in Scottsville, N.Y., so most U.S. orders reach customers within a week.



Biofinity® for Monthly Replacement Wearers

*Top 3 box; strongly agree, agree, and somewhat agree.
‡‡‡n=752; 38-47 n=200.
§§§n=111.
◊◊◊n=91.

Productive Aging Conversations

Although discussing patient aging should be treated sensitively, it's important to remember that these conversations happen across the health care spectrum every day, including in eye care. A multi-office optometrist and a psychologist share ways to make those interactions more productive.



– Sabrina Gaan, OD
Owner, Eyes on Plainville, Plainville, Mass.

I talk about aging and presbyopia, including from a personal perspective, all the time. Patients want freedom from the fuss of readers and if they can gain that while they're younger, that's all the better.

We see it in younger patients, so we treat it earlier. I will introduce the topic of presbyopia early and explain what to expect. I check reading vision on everyone, whether they're a child, in their 30s with screen-related accommodative issues, or approaching 40. They expect that in their exams.

Our office also is good at telling existing wearers about presbyopia well before onset. I'll let them know that when it happens, we have options, including multifocal contact lenses. And when I see it coming, I make a point of saying they'll lose an inch of reading each year for up to a decade, and we'll fix it sooner than later, so they don't need to struggle. That hits home.

And relative cost should be brought up, especially when hair coloring can cost a couple hundred dollars multiple times a year. "Do you want something that makes you look younger and is more inexpensive than all of these other procedures you're having done or thinking about?" You'll hear a lot of people saying "yes".

Aesthetics are front of mind, especially with hyperopes who are self-aware of how large their eyes appear in their glasses.

I do a lot of dry eye, where we also raise the aesthetic benefits; it's a huge part of the capture rate. When doctors are uncomfortable with the subject, I remind them that we talk about aging and appearance every day. It's discussed among friends, constantly advertised, and everywhere—there's no taboo. I believe that we generate trust by talking about personal things like aging and ways we can help.

For MFCLs, it's not saying you look older with glasses. You're asking, "did you know that contacts are an option to eliminate your glasses?" They can and do make the connection, especially in their 40s as patients really notice changes in how their faces look. It's a time they're most interested and provides the best time to capture multi-year revenue from multifocal contact lens wear.

Start earlier. They appreciate it, they'll be ready, and everyone comes out better for it.

Understanding the Emotional Impacts of Aging

– Joyce Houser, MA, MFT

Clinicians all know that aging affects people physically, but those physical changes can also affect thoughts and emotions. And your patients are often not prepared for how surprising and unpredictable this can be. Changes happen in both appearance and capacities, bringing a host of feelings and thoughts which can include shock, frustration, confusion, sadness, embarrassment, and more.



Joyce Houser, MA, MFT, is a licensed psychotherapist who specializes in the emotions of aging. She has been in private practice in Santa Monica, Calif. for more than 35 years, and is the author of ***Age Your Own Way; Navigating Changes, Emotions, and Stereotypes.***

If clinicians are aware of the emotions that come with aging and are willing to address their patients' feelings, this support and encouragement to act can go a long way. What is an everyday occurrence from a clinician's point of view, e.g., presbyopia, can feel life altering to the patient.

For these individuals, it can suddenly come as a shock when words appear blurry on a page. Whether it happens suddenly or gradually, being deprived of clear, near vision can cause feelings of disorientation and loss of control. Even something as seemingly simple as having to wear reading glasses for the first time can upset some patients, as they might think this means, "Oh no, I'm getting old."

Many people want to avoid the painful feelings of age-associated loss, so they may try to deny or minimize them. A clinician can help by giving the validation that although a situation feels upsetting, ultimately taking action can make things better.

One concept I regularly use in my practice is helping patients see that the changes they are experiencing are normal. "Normalizing" helps people accept change, come out of denial or embarrassment and move toward action, if action is available. A clinician who expresses understanding about the difficulty of adjusting to age-related changes such as presbyopia can make the patient feel supported and understood.

One of the more complicated aspects of aging is the shifting of one's sense of identity. Most people feel a lot younger inside than their age reflects, and this creates a disconnect between the way they see themselves and how they are seen. In my work as a psychotherapist, I focus on helping my clients make intentional shifts of identity. This means holding on to who they always were but in a different way and moving from what was important in the past to what is important now.

As clinicians, we have to know what is available for each person, not to help them remain young, but to remedy some problems that can help improve their quality of life. With presbyopia, clinicians can educate early about the condition and recommend treatments when warranted. If a patient hates wearing glasses and worries about the stigma of looking older by wearing them, multifocal contact lenses can pose many advantages.

In the big picture of aging, there is a balance to strike between legitimate self-acceptance, which might include some efforts toward convenience or improving appearance, versus denial or self-hate which block the ability to accept change. Even though aging can be difficult, the best part of getting older is that some things actually can get better.

As eye care professionals, you have the knowledge, tools and treatments to help your patients manage visual-related changes that come along with aging. By also offering empathy and understanding, you can help your patients adapt to this era with confidence and enjoy their presbyopia years and beyond.

Starting the Presbyopia Conversation Before Symptoms Begin

Use these prompts during annual exams with contact lens wearers in their late 30s and beyond, to introduce presbyopia proactively and position multifocal contact lenses as an option before symptoms become disruptive.

Normalize the discussion early "Your eyes look healthy today, but I'd like to talk briefly about some normal vision changes that people begin to experience as they get into their 40s."

Address concerns and reduce anxiety "This isn't a disease or something to worry about. It's a natural part of how the eyes change over time."

Connect to healthy aging and lifestyle goals "A lot of people at this stage of life are focused on staying active, feeling their best, and maintaining the lifestyle they're used to. Vision correction can be part of that too."

Explore perceptions about aging and vision "What have you heard from friends, family or coworkers about needing reading glasses as they get older?"

Surface unmet needs and concerns "How important is it for you to stay glasses-free for activities like work, using your phone, exercising, traveling, or spending time outdoors?"

Challenge common misconceptions and assumptions "Many people think reading glasses are their only option when near vision starts to change, but that's not the case."

Introduce multifocal contact lenses "Many contact lens wearers are able to transition successfully to multifocal contact lenses that help support distance, near and intermediate or in-between vision."

Position multifocal lenses as maintaining lifestyle continuity "For many patients, multifocal contact lenses allow them to continue doing the things they enjoy without having to constantly reach for reading glasses."

Assess awareness "Have you heard of multifocal contact lenses before?"

Share an educational insight "Many people haven't. In fact, research shows that 51% of vision-corrected U.S. adults with near-vision difficulties who are not wearing multifocal contact lenses are unaware they exist."[8]

Emphasize lifestyle continuity "Patients often tell me they like having an option that helps maintain the convenience and freedom they're accustomed to as their visual needs change."

Independence and Convenience "Many patients appreciate not having to switch back and forth with their reading glasses throughout the day."

Create anticipation before symptoms develop "Even if you're not noticing changes yet, it's helpful to know the option exists so you're prepared when the time comes."

Keep the door open for future discussions "If you begin noticing changes in your near vision, we can revisit the conversation and determine whether multifocal contact lenses are right for you."

Key Takeaway: Help patients prepare for presbyopia before symptoms become frustrating can lead to more positive experiences and better awareness of available options. Early education about multifocal contact lenses allows patients to approach age-related vision changes with confidence rather than compromise.

Two Lens Families, Same Innovative Multifocal Design.

Both MyDay® multifocal and clariti® 1 day multifocal 3 Add feature the CooperVision Binocular Progressive System®, offering wearers the same advanced multifocal lens design.

Each lens is designed to meet different patients' needs:

- MyDay® multifocal is ideal for patients seeking a more premium[13] wearing experience, with exceptional all-day comfort[13] and vision performance.[21]
- clariti® 1 day multifocal 3 Add is an excellent option for new 1 day contact lens wearers,¶¶¶[22] with a design that supports easy handling.****[23]



Biofinity® for Monthly Replacement Wearers

For patients who prefer monthly replacement contact lenses, Biofinity® multifocal provides a balance of comfort, breathability,[13] and excellent visual clarity.[10] It is also easy to transition current Biofinity® sphere wearers into Biofinity® multifocal as they age into presbyopia.



A Roadmap for Patient & Practice Gains

Earlier discussions about MFCLs that build in anti-aging aspects have the potential to unlock more value for both patient and practice. This new U.S. consumer data, related studies, market dynamics, and eye care professionals' experiences support the approach.

CooperVision makes the pathway to success even easier through multiple outstanding multifocal contact lens options, including those in the MyDay® daily disposable, clariti® 1 day, and Biofinity® brand families.



We invite you to learn more by speaking with your CooperVision® Representative, contacting the company at **1-800-341-2020**, or visiting **coopervision.com.**

¶¶¶50% strongly agree/agree.
****Patients rated an average of 9 out of 10 for good handling on removal, 9 out of 10 on ease for removal, 9 out of 10 on ease for insertion, and 9 out of 10 on handling.

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23. CVI data on file, 2024. US in market assessment survey conducted by ECPs: n=183 habitual contact lens patients refit into clariti® 1 day multifocal 3 Add contact lenses after one week of daily wear.



Advancing Vision.
Designed for Every Eye.

CooperVision®

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