

KEEP PATIENTS IN THE #1 MOST PRESCRIBED TORIC DESIGN¹ BY SWITCHING TO MYDAY[®] TORIC



NEARLY 9-OUT-OF-10 WEARERS AGREE THAT THEY LOVE THEIR MYDAY[®] TORIC CONTACT LENSES.²

Soft toric lenses are nearing a major milestone: the fiftieth anniversary of their FDA approval.³ Thanks to subsequent innovations in technology and design through the years, it's no surprise that modern toric lens fits continue to climb and now represent about one-third of all soft lens prescriptions.⁴

Within the daily disposable silicone hydrogel (SiHy) category, toric fits are also rising, with reports estimating that toric daily disposables account for roughly 25% of the U.S. daily SiHy market.⁴ These statistics suggest a growing confidence in contemporary toric lenses and for a wide range of patients, including those with low levels of astigmatism.

CooperVision is a recognized industry leader⁵ in today's modern toric landscape, consistently setting the bar for innovative toric lens designs.⁶ In fact, Biofinity[®] toric is the #1 most prescribed toric lens on the US market.⁷ And with shared material technologies and design, eye care professionals can keep their patients in the #1 most prescribed¹ toric design on the US market with MyDay[®] toric.¹

Nearly 9-out-of 10 patients who moved to MyDay[®] toric say that they love their lenses.² Here are five other insights from patients who switched from Biofinity[®] toric to MyDay[®] toric:

1 An Easy Switch²

A recent survey that polled patients about their lens-wearing experience after switching from Biofinity[®] toric to MyDay[®] toric found:

- 97% of wearers agree that switching from Biofinity[®] toric to MyDay[®] toric contact lenses was easy.²
- Additionally, 95% of wearers say they are happy that they switched to MyDay[®] toric contact lenses.⁸
- Further, nearly three-quarters of wearers wish they had switched to MyDay[®] toric contact lenses sooner.²

2 Same All-Day, Incredible Comfort⁹ in a Daily Disposable

Comfort is essential in contact lens wearing success, and conversely, represents a main reason why patients with astigmatism drop out of CL wear.¹⁰⁻¹²

To address comfort, CooperVision developed Aquaform[®] Technology which is found in both Biofinity[®] toric and MyDay[®] toric. Aquaform[®] Technology is an innovative material science that provides a high level of oxygen permeability, a naturally wettable material, and optimum modulus for a comfortable and flexible lens.⁹

When comparing their comfort experience:

- 92% of wearers agree that their MyDay[®] toric lenses provide them with the same or better comfort as their Biofinity[®] toric lenses.²

3 Mirrored Visual Clarity and Stability⁹ with Optimized Toric Lens Geometry[™]

One unique need for toric lenses is stability to ensure consistent visual performance.³ With this in mind, CooperVision[®] Optimized Toric Lens Geometry[™], found in both Biofinity[®] toric and MyDay[®] toric, results in a multifaceted toric lens that provide predictable, consistent visual acuity, lens stability, fit and comfort for patients with astigmatism.⁹

When switching to MyDay[®] toric:

- 91% of patients agree that their overall vision in MyDay[®] toric lenses is the same or better than it was in Biofinity[®] toric lenses.²

4 Patients Value the Convenience of Daily Disposables

Daily disposable contact lenses provide numerous benefits for both the patient and the practice including better compliance, and ocular health.¹³⁻¹⁵ Rounding out the top three benefits of daily disposables is convenience, since patients value the convenience of not having to clean and disinfect their lenses after each use.¹⁴

After being refit in MyDay[®] toric:

- 95% of wearers agree that they love the convenience of a daily disposable contact lens.²

5 Prescribe with Confidence

Keeping patients satisfied in their overall contact lens wearing experience is vital to long-term wearing success.¹⁶

During their next eye exam when transitioning your patients with astigmatism into a daily disposable toric, just consider:

- 89% of MyDay[®] toric wearers say they will request to stay in MyDay[®] toric.⁸
- Nearly two-thirds of MyDay[®] toric wearers wish their eye doctor recommended MyDay[®] contact lenses sooner.²

When transitioning your Biofinity[®] toric patients into the 1-day modality, keep them in the #1 most prescribed toric lens design on the market.¹ Discover more about MyDay[®] toric lenses and their benefits for your patients and your practice.



1. CVI data on file, 2023. Based on number of US soft contact lens fits, including CooperVision branded and customer-branded equivalent lenses. US industry reports and internal estimates. 2. CVI data on file, 2025. US Consumer Rebate Online Survey. n=99 patients who wore MyDay toric in the past 12 months and previously wore Biofinity toric. 3. Grant NJ, Fujimoto MJ, Caroline PJ, Norman CW. History of Contact Lenses. Contact Lens Spectrum. April 15, 2021. 4. Morgan PB, Woods CA, Tranoudis IG, et al. International contact lens prescribing in 2024. Contact Lens Spectrum. Jan 1, 2025. 5. CVI data on file 2020. Kubic Online Survey of ECPs in US, Germany, Spain, Japan and South Korea. Total weighted sample n = 549. Significantly higher than Johnson & Johnson Vision, Alcon and Bausch + Lomb; p<0.05. 6. CVI data on file, 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. 41% CVI, 10% Alcon, 17% B+L, 22% J&J; p<0.05. 7. CVI data on file, 2023. US industry reports and internal estimates. 8. CVI data on file, 2025. US Consumer Rebate Online Survey. N=100 patients who wore MyDay toric in the past 12 months and previously wore Biofinity toric. 9. CVI data on file, 2024. 10. Pucker AD, Tichenor AA. A review of contact lens dropout. Clin Optom (Auckl). 2020 Jun 25;12:85-94. doi: 10.2147/OPTO.S198637. 11. Jones L, Efron N, Bandamwar K, et al. TFOS Lifestyle: impact of contact lenses on the ocular surface. Ocul Surf. 2023;29:175-219. 12. Pucker AD, Jones-Jordan LA, Marx S, et al. Clinical factors associated with contact lens dropout. Cont Lens Anterior Eye. 2019;42(3):318-24. 13. Rueff EM, Wolfe J, Bailey MD. A study of contact lens compliance in a non-clinical setting. Cont Lens Anterior Eye. 2019 Oct;42(5):557-561. 14. Sulley A, Dumbleton K. Silicone hydrogel daily disposable benefits: the evidence. Cont Lens Anterior Eye. 2020;43(3):298-307. 15. Stapleton F, Naduvilath T, Keay L, et al. Risk factors and causative organisms in microbial keratitis in daily disposable contact lens wear. PLoS One. 2017 Aug 16;12:e0181343. 16. Orsborn G, Dumbleton K. Eye care professionals' perceptions of the benefits of daily disposable silicone hydrogel contact lenses. Cont Lens Anterior Eye. 2019 Aug;42(4):373-379. doi: 10.1016/j.clae.2019.02.012.