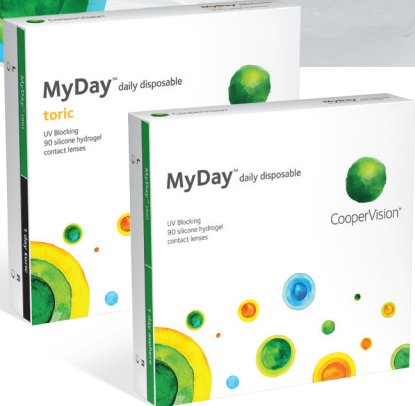


**EVERY DAY.
TO ITS FULLEST.**



The **MyDay**® daily disposable family.
Prescribe the contact lens of conquerors.

OUR SOFTEST² EVER.

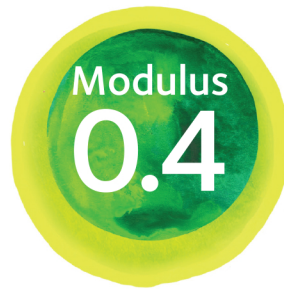
Smart Silicone™ is a revolutionary breakthrough in lens chemistry—so you can offer patients our softest silicone hydrogel contact lens ever.²



COMFORT.



feel that **MyDay**® is softer on the eyes than their habitual contact lenses.⁵



EASE OF HANDLING.



of practitioners prefer **MyDay**® handling over DAILIES TOTAL1® for their patients.⁴



Patients communicated 5:1 handling preference of **MyDay**® over 1-DAY ACUVUE® MOIST®.³



UVA + UVB PROTECTION*.

MyDay® lenses offer high levels of protection against UV rays.



2. Compared among CooperVision silicone hydrogel contact lenses. Data on file.

3. Young G. Craven R. Multi-centre clinical evaluation of two daily disposable contact lenses. Franham, Surrey, UK; Visioncare Research Ltd., 2013.

4. Stifel Equity Research Group. 21 UK practitioners surveyed comparing performance of the same base product under a different brand name with other silicone hydrogel daily disposables, 2013. Comparison conducted with same base product under different brand name.

5. CooperVision 2015. Online survey of 89 contact lens wearers. Comparison conducted with same base product under different brand name.

* Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed.

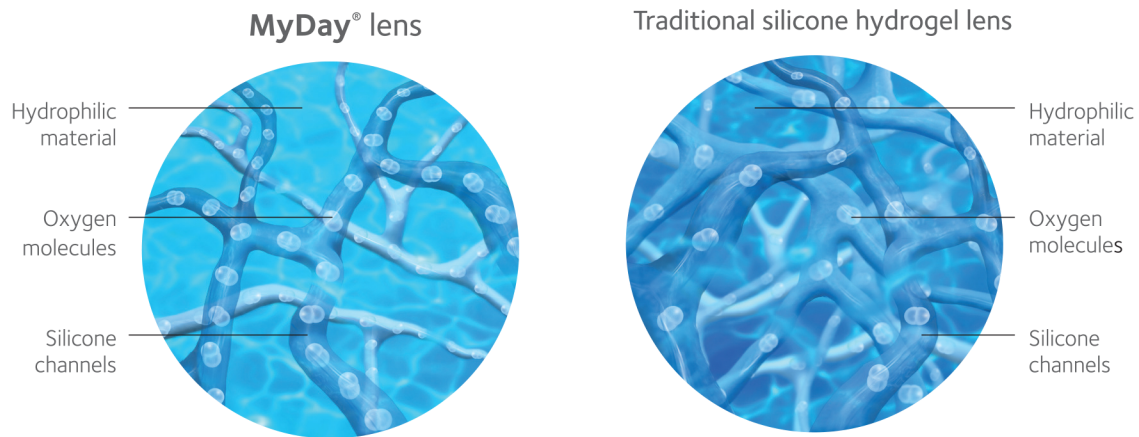
Available in
**SPHERE and
TORIC**

SMART SCIENCE.

SMART SILICONE™ CHEMISTRY creates a new material paradigm.

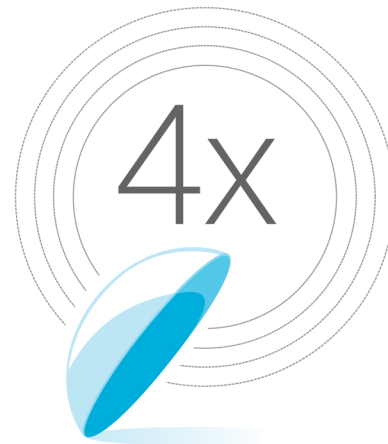
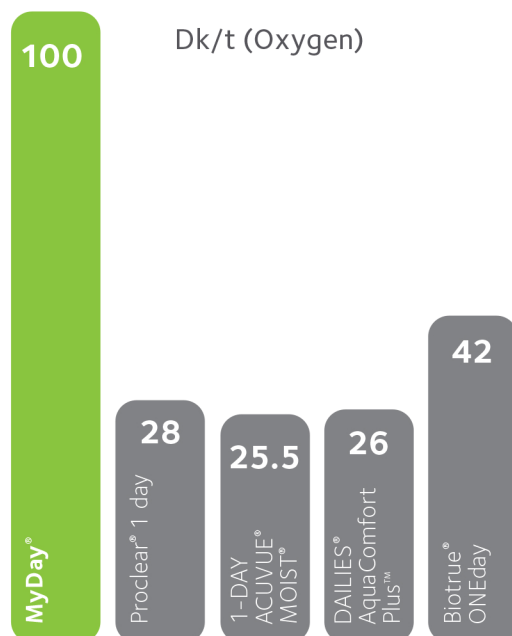
MyDay® lenses transport oxygen so efficiently that they require less raw silicon (only 4.4% content[§]), leaving more space for hydrophilic material.

Delivers the comfort, softness and easy handling that patients love.



Artist's rendering of two lenses with equivalent Dk. (Not drawn to scale).

UP TO 4 TIMES THE DK/T.



MyDay® contact lenses ensure up to 4 times the oxygen transmissibility of a hydrogel 1-day contact lens, helping keep eyes white and clear¹

1. High oxygen transmissibility promotes clear, white eyes. Manufacturer stated oxygen transmissibility values (Dk/t). SPHERE: MyDay® daily disposable (100), 1-DAY ACUVUE® MOIST® (25.5), SofLens® daily disposable (24) TORIC: MyDay® toric (100), 1-DAY ACUVUE® MOIST® for ASTIGMATISM (23.7), DAILIES® AquaComfort PLUS® toric (26).

§ Percentage of silicon in the lens was measured either using a Flame Atomic Absorption Spectroscopy (FLAA) or Inductively Coupled Plasma (ICP).

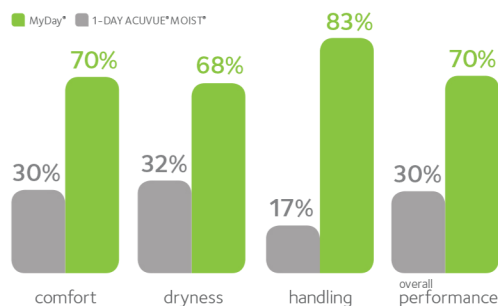
† High oxygen transmissibility promotes clear, white eyes.

5. CooperVision 2015. Online survey of 89 contact lens wearers. Comparison conducted with same base product under different brand name.

PROVEN PERFORMANCE.

PATIENTS PREFER MYDAY®

versus 1-DAY ACUVUE® MOIST® in 4-out-of-4 performance measures.³



82%
OF PRACTITIONERS

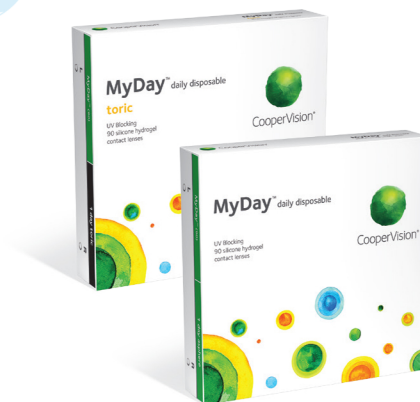
would prescribe **MyDay**® as their preferred 1-day contact lens.⁴



EXPECT MORE FOR YOUR MONEY

when upgrading your hydrogel 1-day wearers to a silicone hydrogel 1-day lens.

MyDay® with Smart Silicone™ chemistry delivers a unique combination of essential benefits without compromise:



Lens Parameters	MyDay®	DAILIES TOTAL1®	ACUVUE® OASYS® 1-DAY	1-DAY ACUVUE® TruEye®
3rd Gen. SiHy	✓	✗	✗	✗
Core water content >50%	✓	✗	✗	✗
Modulus ≤0.4 MPa	✓	✗	✗	✗
Silicon <5% [§]	✓	✗	✗	✗
Aspheric optics	✓	✗	✗	✗
UV blocker*	✓	✗	✓	✓
Toric design available	✓	✗	✓	✗

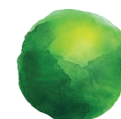
Based on manufacturer reported values

3. Young G. Craven R. Multi-centre clinical evaluation of two daily disposable contact lenses. Franham, Surrey, UK; Visioncare Research Ltd., 2013.

4. Stifel Equity Research Group. 21 UK practitioners surveyed comparing performance of the same base product under a different brand name with other silicone hydrogel daily disposables, 2013. Comparison conducted with same base product under different brand name.

§ Percentage of silicon in the lens was measured using either a Flame Atomic Absorption Spectroscopy (FLAA or Inductively Coupled Plasma (ICP) method).

* Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed.

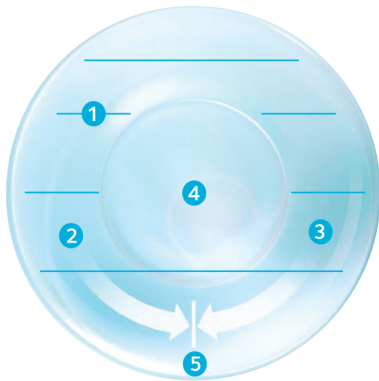


CooperVision®

PROVEN TORIC LENS DESIGN.

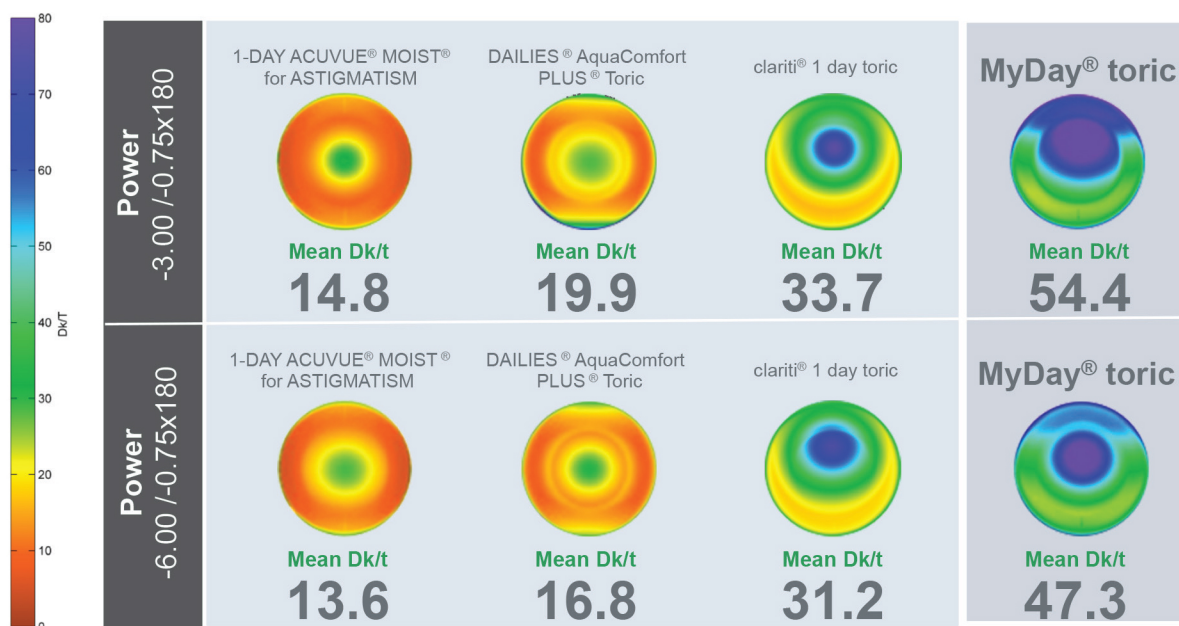
OUR BEST TORIC TECHNOLOGY, now in a silicone hydrogel 1-day lens. MyDay® toric lenses deliver the consistent centration, stable fit, and excellent visual acuity you and your patients can depend on.

OPTIMIZED TORIC LENS GEOMETRY.™



- 1 Uniform horizontal ISO thickness**
Improves centration and stability by reducing lens rotation; simplifies the fitting process and provides better visual acuity.
- 2 Wide ballast band**
Increases the area devoted to stability and a comfortable fit.
- 3 Smooth, continuous surface**
Maximizes comfort during eyelid interaction.
- 4 Larger toric optic zone**
Provides clear visual acuity over an extensive range of powers.
- 5 Superior back surface curvature**
Reduces movement on the eye, creating a more stable, dependable fit.

HIGHER OXYGEN TRANSMISSIBILITY THAN LEADING 1-DAY TORIC LENSES.³



1. High oxygen transmissibility promotes clear, white eyes. Manufacturer stated oxygen transmissibility values (Dk/t). SPHERE: MyDay® daily disposable (100), 1-DAY ACUVUE® MOIST® (25.5), SofLens® daily disposable (24) TORIC: MyDay® toric (100), 1-DAY ACUVUE® MOIST® for ASTIGMATISM (23.7), DAILIES® AquaComfort PLUS® toric (26).

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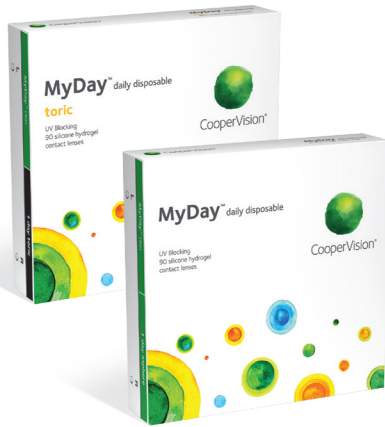
5. Data on file. Results from phasefocus™ profiling. The Dk/t scale has been standardized to enable correct like-for-like comparison of Dk/t over the complete lens.

Available in
SPHERE and
TORIC

MYDAY® DAILY DISPOSABLE.

MyDay® with Smart Silicone™ chemistry redefines all-day comfort, delivering performance without compromise

- **THIRD-GENERATION** silicone hydrogel
- **SOFTTEST** CooperVision silicone hydrogel contact lens ever²
- **WHITER, CLEARER EYES** promoted by high oxygen transmissibility[†]
- **PROTECTED** by UVA, UVB blocking^{*}
- **PREFERRED** over leading hydrogel and silicone hydrogel 1-day contact lenses^{3,6}



MyDay® sphere

Sphere power	Material	Water content	Base curve	Diameter
+8.00D to -12.00D (0.50D steps after +5.00D and -6.00D) No Plano	stenfilcon A	54%	8.4 mm	14.2 mm
	Center thickness	Edge thickness	Dk	Dk/t
	0.08 mm	0.07 mm	80	100
	UV protection*	Handling tint	Modulus	
	UVA/UVB 85%/96%	Light blue	0.4 MPa	

MyDay® toric

Sphere power	Cylinder	Axis	Material	Water content	Base curve	Diameter
Plano to -10.00D (0.50D steps after -6.00D) Coming Soon: parameters extending to +6.00D	-0.75 -1.25 -1.75	160°, 170°, 180°, 10°, 20°, 70°, 80°, 90°, 100°, 110°	stenfilcon A	54%	8.6 mm	14.5 mm
		Center thickness	Lens design	Dk**	Dk/t	
		0.10 mm (@ -3.00D)	Optimized Toric Lens Geometry™	80	80	
	UV protection*	Handling tint	Modulus			
	UVA/UVB 85%/96%	Light blue	0.4 MPa			

Prescribe the contact lens of conquerors.

PrescribeMyDay.com

† High oxygen transmissibility promotes clear, white eyes.

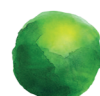
2. Compared among CooperVision silicone hydrogel contact lenses. Data on file.

3. Young G. Craven R. Multi-centre clinical evaluation of two daily disposable contact lenses. Franham, Surrey, UK; Visioncare Research Ltd., 2013.

6. Clinical Evaluation of SUS X2F6 lenses versus 1-DAY ACUVUE TruEye (naraflcon A), CooperVision 2012.

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