



2 TORICS 1 UNMATCHED DESIGN*1



TRUST THE PROVEN, RELIABLE PERFORMANCE YOU LOVE
IN A MONTHLY AND DAILY LENS²

Did you know Biofinity[®] toric and MyDay[®] toric share the #1 toric lens design on the market?³ Featuring the same Optimized Toric Lens Geometry,[™] core prescription range and all-day comfort, you can fit nearly all of your astigmatic patients with confidence.^{†‡§4}



* Unmatched number of patients fit in contact lenses designed with Optimized Toric Lens Geometry in the US (Biofinity toric and MyDay toric).

† High oxygen transmissibility promotes clear, white eyes during daily wear.

‡ During daily wear.

§ In the US market. Tylers Quarterly, December 2021 issue.

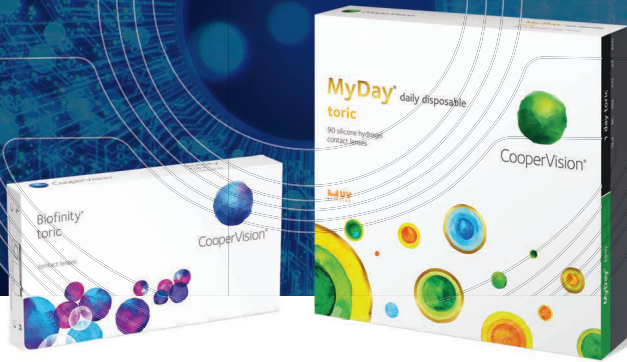
1. CVI data on file, 2024. US industry reports and internal estimates.

2. CVI data on file, 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs.

3. 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.

4. CooperVision data on file 2021. Rx coverage database n=101,973 aged 14 to 70 years.

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MYDAY® DAILY DISPOSABLE TORIC AND BIOFINITY® TORIC LENSES SHARE THE SAME TORIC DESIGN, BREADTH OF PRESCRIPTION OPTIONS—AND THE SAME PERFORMANCE.†2

When it comes to fitting astigmatic patients in contact lenses, trust the experts in toric design.‡

With high and unsurpassed clinical performance‡4 and innovative technology that consistently sets the bar for toric lens design,‡5 CooperVision is a world leader in soft toric contact lenses.‡6

CooperVision has the most prescribed toric contact lens portfolio in the U.S.,‡7 enabling eye care professionals to prescribe the best toric lens‡9 for every patient without compromising on quality.

Compared to Alcon®, Johnson & Johnson®, and Bausch + Lomb®, significantly more eye care professionals agree that CooperVision:



Has the best overall toric lenses.‡8



Has consistently set the bar for innovative toric designs.‡9



Has a toric lens for virtually any patient.‡10

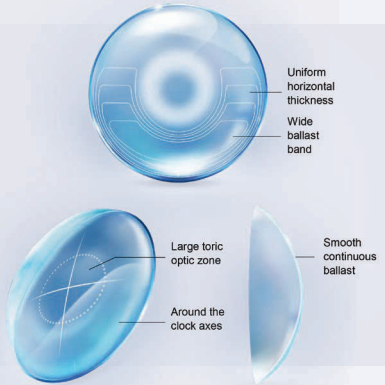


Has the most prescription options for astigmatic patients.‡11

This feedback is reinforced by the fact that 46% of soft toric contact lens wearers around the world wear CooperVision® lenses.‡6 Biofinity® toric was identified as the most recommended reusable soft toric contact lens by eye care professionals‡1— with over 90% of eye care professionals around the world responding that they trust Biofinity® toric.‡5 And that design—Optimized Toric Lens Geometry™—is also found in MyDay® toric, enabling practitioners to keep astigmatic patients in the same trusted toric design when transitioning them to a daily disposable modality.‡1‡2

THE OPTIMIZED TORIC LENS GEOMETRY™ ADVANTAGE

The Optimized Toric Lens Geometry™ design concept is a multifaceted toric design with a combination of features that together optimize the toric lens wearing experience for the patient with astigmatism.



THE TORIC ECPs LOVE, IN A MONTHLY & A DAILY

When moving Biofinity® toric patients into the 1-day modality—look no further than MyDay® toric. Eye care professionals can migrate existing Biofinity® toric wearers into MyDay® toric with confidence, thanks to the consistency of fitting characteristics and good overall fit success with both lenses that utilize Optimized Toric Lens Geometry™.‡1‡2

Read our Optimized Toric Lens Geometry™ white paper to learn more!



*Unmatched number of patients fit in contact lenses designed with Optimized Toric Lens Geometry in the U.S. (Biofinity toric and MyDay toric). † It is for the ECP to use their professional judgment to determine fitting characteristics on eye with individual patients. ‡ CVI SiHy toric products are compared individually to at least one of the listed products as follows: clariti® 1 day toric vs. Dailies AquaComfort Plus Toric; Biofinity® toric and Avaira Vitality® toric vs. Acuvue Oasys for Astigmatism, Air Optix for Astigmatism, Acuvue Vita for Astigmatism, PureVision Toric, Proclear Toric and Acuvue Advance for Astigmatism. § Combination of 2021 market research based on global volume data and internal estimates. ¶ Significantly higher than toric lens brands from Johnson & Johnson Vision, Alcon and Bausch + Lomb; p<0.05. ¶¶ Biofinity® toric is a Frequent Replacement lens and MyDay® daily disposable toric is a 1 Day lens. 1. CVI data on file, 2024. U.S. industry reports and internal estimates. 2. Sulley A & Greenaway N. Success rates with a toric soft contact lens design. Optom Vis Sci 2020;97(E-abstract):205296. 3. CooperVision data on file 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. 70% CVI, 45% Alcon, 45% B+L, 55% JJV; p<0.05. 4. CVI data on file, 2020; review performance 6 soft toric CL studies with CVI toric CLs; n=242. 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 2022. 7. CVI data on file, 2019–2021. Based on number of US soft contact lens fits. Includes FRP and 1 day CooperVision branded and customer-branded equivalent lenses. US industry reports and internal estimates. 8. CooperVision data on file 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. 46% CVI, 11% Alcon, 14% B+L, 25% JJV; p<0.05. 9. CVI data on file, 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. 77% CVI, 31% Alcon, 40% B+L, 41% JJV; p<0.05. 10. CVI data on file 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. 77% CVI, 31% Alcon, 40% B+L, 41% JJV; p<0.05. 11. CooperVision data on file 2020. Kubic masked online survey; n=404 US ODs who prescribe toric soft CLs. CVI 65% vs 4% Alcon, 14% B+L and 14% JJV; p<0.05. ©2024 CooperVision 16983 08/24