

OUR SUSTAINABILITY EFFORT IS
GROWING – TOWARD A HEALTHIER PLANET.
FRESH DAY® is now net plastic neutral.¹

BECAUSE SUSTAINABILITY IS A BIG DEAL
thanks to people like you.

78%

of consumers
are more conscious of
supporting green/sustainable
companies versus
five years ago²



say they would go out
of their way to support
a company that makes
strong efforts to be sustainable²

94%

of U.S. contact lens
wearers agree that keeping
plastic out of oceans is
important to them³

SO WHAT IS PLASTIC NEUTRALITY?
We're glad you asked.

Plastic neutrality is when
the net plastic associated
with a product is
reduced to zero for
a defined period

The makers of FRESH DAY®
are partnering with
Plastic Bank® to reduce
ocean-bound plastic waste¹

**Plastic collectors in
coastal communities**
receive a premium for
what they collect to help
provide for family
necessities



**Let's talk about FRESH DAY®'s vision,
for a happy planet.**



CooperVision®

Vision Source
SIGNATURE EYE CARE

1. clariti® 1 day is the first net plastic neutral contact lens in the US thanks to credits we purchase through our partnership with Plastic Bank. 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® 1 day orders in a specified time period. clariti® 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). 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® 1 day orders in a specified time period. clariti® 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). CVI data on file 2020. Sustainability report, clariti® 1 day in US. Based on top 4 global contact lens manufacturers.
2. 2020 Survey. The Recycling Partnership.
3. 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.
Warning: Do not expose the contact lenses to water while wearing them.