



WE'RE REALLY EXCITED ABOUT THESE NET PLASTIC NEUTRAL CONTACT LENSES

Interested in a 1-day contact lens? FRESH DAY® is now net plastic neutral.¹



For every box of FRESH DAY®¹ distributed in the United States since January 2021, the makers of FRESH DAY® partner with Plastic Bank®² to collect and convert an equal amount³ of plastic through their global network.



The individuals collecting plastic waste in designated coastal communities receive a premium for the materials they collect for Plastic Bank® to help them provide for basic family necessities.

So you're impacting good all around.

There's a lot to love about sustainably made FRESH DAY® contact lenses:



More oxygen⁵ – for whiter, brighter eyes⁶



Everyday value – a great way to get into 1-day lenses; plus, ask us about saving up to \$150 on an annual supply⁸



And they're net plastic neutral, so by simply wearing a lens you love, you get all the benefits of a 1-day lens while making a positive environmental impact

Is FRESH DAY® right for you?
Let's talk about it at your appointment. See you soon.



Vision Source
SIGNATURE EYE CARE



1. clariti® 1 day orders includes clariti® 1 day sphere, clariti® 1 day toric, and clariti® 1 day multifocal product sold & distributed by CooperVision in the U.S. 2. 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). 3. 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). 4. Orsborn G, Dumbleton K. Eye Care Professionals' Perceptions of the Benefits of Daily Disposable Silicone Hydrogel Contact Lenses, Contact Lens and Anterior Eye; 42 (2019) 4:373–379. 5. Manufacturer stated oxygen transmissibility values (Dk/t): MyDay® daily disposable (100), clariti® 1 day (86), 1-DAY ACUVUE® MOIST® (25.5), Soflens® daily disposable (24), 'Compared among CooperVision® silicone hydrogel contact lenses. Data on file. 6. Data on file; clariti® 1 day offers whiter eyes than 1-DAY ACUVUE® MOIST® 7. CVI data on file 2020, prospective, double masked, bilateral, randomized cross-over dispensing 1-week study, with clariti® 1 day and 1-DAY ACUVUE® MOIST in FRP SiHy wearers. N=55; p<0.01.] 8. With manufacturer's rebate. Only new wearers of clariti® 1 day are eligible for \$150 rebate; current wearers of clariti® 1 day are eligible for \$100 rebate with an annual supply of clariti® 1 day brand.

Warning: Do not expose the contact lenses to water while wearing them.

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ECP INFO HERE

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