

ALWAYS ON

CooperVision® **MyDay Energys**® and **Biofinity Energys**® contact lenses offer extraordinary comfort for today's lifestyles¹

As Americans spend a significant portion of their days fixated on digital devices,² they are frequently experiencing digital eye strain.³ Today, there are contact lenses specifically designed to address eye tiredness and dryness, providing incredible comfort in an "always on" world.

CooperVision® **MyDay Energys**® and **Biofinity Energys**® are the first and only contact lenses combining an innovative aspheric design and material technology to help with eye tiredness

and dryness associated with digital eye strain. The **DigitalBoost**™ single vision aspheric design delivers a +0.3D boost of power that may help ease strain on eye muscles so the wearer can shift focus from on screen to off screen with less effort.⁴ **Aquaform**® **Technology** hydrates contact lenses to twice their weight in water for natural wettability⁵ and incredible comfort, which can help eyes feel less dry, even during times of reduced blinking.



CooperVision® MyDay Energys® and Biofinity Energys® are ideal go-to choices for high-performing contact lenses, designed for what your patients need today.^{1,2}

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THE RESULTS ARE IN

MyDay Energys®



Wearers rated MyDay Energys® **4.5 out of 5** for all-day comfort⁶



9 out of 10 wearers agreed that they experienced clear, reliable vision while wearing MyDay Energys®^{6†}



More than **8 out of 10** contact lens wearers agreed that they experienced an improvement in eye tiredness while wearing MyDay Energys®^{6∞}



99.5% of wearers experienced an acceptable fit with MyDay Energys®⁶



“MyDay Energys® is definitely a game-changing lens.⁷ DigitalBoost™ helps with eye tiredness and Aquaform® Technology can help eyes feel less dry when using digital devices, giving them the relief they deserve to have all day, every day.”

– Nikki Iravani, OD



Dr. Nikki Iravani

Biofinity Energys®



Wearers rated Biofinity Energys® **9 out of 10** for overall comfort⁸



Patients experiencing symptoms of digital eye strain had high **overall satisfaction** with their level of eye tiredness[‡] and dryness[§] when wearing Biofinity Energys®



4 out of 5 patients experiencing symptoms of digital eye strain would recommend Biofinity Energys® to friends or family after trialing the lens^{9#}



3 out of 4 patients who were new to Biofinity Energys® went on to purchase the lens after trial¹⁰



“Biofinity Energys® is our go-to monthly spherical contact lens.¹¹ We are fitting all patients who prefer the monthly modality into this lens whether they are complaining of digital eye strain or not.”

– Andrew Neukirch, OD



Dr. Andrew Neukirch

* US monthly single vision lens. †Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost™/ Digital Zone Optics® after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys and sphere. ‡ Top 2 Box: 90%. ∞ Top 2 Box: 82%. ± Average Rate 8.7/10. § Average Rate 8.5/10. #84% went on to recommend to family and friends. 1. CVI data on file 2023. US in market assessment survey conducted by 23 ECPs: n=207 habitual contact lens patients refit into MyDay Energys® contact lenses after one week of daily wear. ECP's Top 2 Box: 100%. 2. The Nielsen Company, The Nielsen Total Audience Report, Time Flies: U.S. Adults Now Spend Nearly Half a Day Interacting with Media (nielsen.com). 3. 2017 YouGov Digital Device Usage and Your Eyes Report, self-reported findings from the US, UK, and Australia. 4. Kajita M et al. Changes in accommodative micro-fluctuations after wearing contact lenses of different optical designs. Cont Lens Ant Eye (2020) In Press <https://doi.org/10.1016/j.clae.2020.03.003>. 5. CVI data on file 2022. US in market assessment survey conducted by ECPs: n=207 habitual contact lens patients refit into MyDay Energys® contact lenses after one week of daily wear. 6. CVI data on file 2021. US in market assessment survey conducted by 15 ECPs: fitting 10 patients each into Biofinity Energys®. Response to “How would having the Biofinity Energys® technology available in a 1-day contact lens impact your practice?” 7. CVI data on file 2022. US in market assessment survey conducted by ECPs: N=150, patients wearing Biofinity Energys® contact lenses. 8. CVI data on file 2022. US in market assessment survey conducted by ECPs: N=62, habitual contact lens patients refit and new contact lens patients fit into Biofinity Energys® contact lenses after one week of wear and currently experiencing digital eye strain. 9. CVI data on file 2022. US in market assessment survey conducted by ECPs: N=83, habitual contact lens patients refit and new contact lens patients fit into Biofinity Energys® contact lenses after one week of wear. 10. CVI data on file 2022. US in market assessment survey conducted by 15 ECPs: N=150, Patients wearing Biofinity Energys® contact lenses. New wearers wore contact lenses for one week. ECPs post-IMA Top 2 Box: 87%. 11. CooperVision data on file 2019. Randomized, double-masked, crossover study, habitual CL wearers fitted with Biofinity for 1/12 then MyDay for 1/52. N=55.