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CooperVision Introduces MyDay® Toric Daily Disposable Lenses in Canada

The Biofinity® toric design you know and love, now available in a 1 day

RICHMOND HILL, ON., November 6, 2017 — Bringing the benefits of its premium silicone hydrogel material to patients with astigmatism, CooperVision, Inc. announced today the introduction of MyDay® toric daily disposable contact lenses in Canada. MyDay® toric offers an extensive power range in a 1 day toric lens, enabling Eye Care Professionals to fit a great number of patients in CooperVision's softest ever 1 day silicone hydrogel lens.

Incorporating an advanced material and a world-renowned toric lens design that is currently used for Biofinity® toric, MyDay® toric lenses bring together everything practitioners and patients need for an unprecedented 1 day experience for astigmatic wearers: excellent lens stability and visual acuity, uncompromised comfort and handling, and a healthier lens-wearing experience provided by silicone hydrogel*.

MyDay® toric features the same groundbreaking Optimized Toric Lens Geometry™ found in Biofinity® toric. It provides a uniform horizontal ISO thickness, an optimized ballast band design, large toric optic zone, and a smooth, continuous surface to make it an easy-to-fit, stable toric lens. In a clinical study, Eye Care Professionals observed better overall stability with MyDay® toric compared to 1-Day Acuvue® Moist® for Astigmatism.

Testing shows that MyDay® toric not only offers immediate comfort at insertion, but has excellent comfort over the course of the day. The MyDay® family of lenses is naturally wetttable, without coatings or surface treatments. It also offers built-in UV protection that filters 85% of UVA and 96% of UVB rays** to help promote long-term ocular health.

In addition, MyDay® lenses optimize oxygen permeability in a lens that is just 4.4% silicon—the lowest percentage of silicon found in a silicone hydrogel 1 day lens. By using less silicon, MyDay® has more room in the lens for hydrophilic (water loving) material, resulting in improved surface wettability, higher water content, and lower modulus for a softer, more comfortable lens-wearing experience. It also enables a modulus of only 0.4 MPa to make MyDay® CooperVision's softest ever 1 day silicone hydrogel contact lens. And while the lens provides the optimal softness of a hydrogel, it remains strong enough to ensure the exceptional handling of a silicone hydrogel lens.

“Ever since we first introduced MyDay® in Canada in 2015, Eye Care Professionals have been asking when we would follow with MyDay® toric,” said Guy Whittaker, Senior Vice President of Global Marketing at CooperVision. “We worked alongside them, listened to their needs, and are excited to place the lens in their hands. MyDay® toric is an advanced lens that practitioners can use to help further build their practices by giving patients with astigmatism a soft, comfortable lens-wearing experience with the lens stability and visual acuity they have come to expect from CooperVision's toric lenses.”

MyDay® toric further expands CooperVision's 1 day portfolio, with practitioners able to select from the MyDay®, clariti® 1 day and Proclear® families of 1 day lenses to provide exceptional options for just about every eye.

The complete range of MyDay® toric lenses is currently available in sphere powers from Plano to -6.00 (0.25D steps), -6.00 to -10.00 and Plano to +6.00 (0.50D steps) (plus powers available in 2018); cylinder options of -0.75, -1.25, and -1.75 in axes of 10°, 20°, 70°, 80°, 90°, 100°, 110°,

160°, 170°, and 180°; and -2.25 cylinder in axes of 10°, 20°, 90°, 160°, 170°, and 180°. MyDay® toric lenses have a base curve of 8.6 mm and a diameter of 14.5 mm.

* With higher oxygen permeability than hydrogel materials, silicone hydrogel contact lenses minimize or eliminate hypoxia-related signs and symptoms during lens wear.

** 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.

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. (NYSE:COO), is one of the world's leading manufacturers of soft contact lenses. The Company produces a full array of monthly, two-week and daily disposable contact lenses, all featuring advanced materials and optics. CooperVision has a strong heritage of solving the toughest vision challenges such as astigmatism and presbyopia; and offers the most complete collection of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit www.coopervision.com.

About The Cooper Companies

The Cooper Companies, Inc. ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper is dedicated to being A Quality of Life Company™ with a focus on delivering shareholder value. Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of families with its diversified portfolio of products and services focusing on women's health, fertility and diagnostics. Headquartered in Pleasanton, CA, Cooper has more than 10,000 employees with products sold in over 100 countries. For more information, please visit www.coopercos.com.

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