



## **CooperVision MyDay Energys® Daily Disposable Contact Lenses**

### **Now Available to ECPs and Patients Nationwide**

*Innovative DigitalBoost™ Design Created to Help Ease Symptoms of Eye Dryness and Tiredness Associated with Digital Eye Strain;  
Canadian ECPs are Excited to Receive the Lens*

**RICHMOND HILL, ON, April 7, 2025**—Building on our innovation and how patients live today, we are excited to announce the launch of our unique contact lens innovation with CooperVision MyDay Energys® which is now available to eye care professionals (ECPs) in Canada. MyDay Energys® is the *first and only 1-day contact lens* combining an innovative aspheric design and material technology to help eye tiredness and dryness associated with digital eye strain, providing extraordinary comfort<sup>1</sup> for how patients live today.

Prolonged digital device use is part of everyday life, with adults spending an average of 11 hours a day on digital devices<sup>2</sup>—and more than 67% reporting that they use two or more devices simultaneously<sup>3</sup>—which can result in eyes feeling strained and uncomfortable.<sup>4</sup>

MyDay Energys® features DigitalBoost™, an innovative single vision aspheric design that delivers a +0.3D boost, which may help ease strain on internal eye muscles so the wearer can shift focus from on-screen to off-screen with less effort.<sup>\*4</sup> This design is combined with Aquaform® Technology, which hydrates contact lenses to twice their weight in water<sup>6</sup> for natural wettability and incredible comfort, helping eyes feel less dry, even during times of reduced blinking. Both DigitalBoost™ and Aquaform® Technology are also present in CooperVision's groundbreaking Biofinity Energys® monthly contact lenses.

“As digital device use and preference for 1 day contact lenses have continued to increase, CooperVision truly anticipated the need for MyDay Energys® in today's digital world. Our application of the Energys® technology across both monthly and 1-day modalities helps practitioners meet the needs of more patients,” said Michele Andrews, OD, Vice President, Marketing and Professional Affairs Americas, CooperVision. “In MyDay Energys®, the combination of DigitalBoost™ and Aquaform® Technology uniquely addresses both eye tiredness and dryness—two symptoms commonly associated with digital eye strain—while also providing all the benefits of a 1 day lens.”

In a clinical study, patients agreed that when wearing MyDay Energys®, their eyes stay comfortable and relaxed throughout the day, despite frequently viewing digital devices.\*\*<sup>1</sup> The wearers also agreed that MyDay Energys® made their eyes feel less tired,<sup>†</sup> and their vision was less blurry<sup>‡</sup>.<sup>1</sup>

Like the other contact lenses in CooperVision's MyDay® family, MyDay Energys® includes built-in UV blocking (86% of UVA and 97% of UVB rays), helping to protect the eye from the transmission of harmful UV rays<sup>×</sup>.

MyDay Energys® is the latest addition to CooperVision's popular MyDay® family, which includes MyDay® sphere, MyDay® toric, and MyDay® multifocal contact lenses. MyDay Energys® is available in sphere powers of +8.00D to -12.00D (0.50D steps after +5.00D and -6.00D), with no plano option.

“With the MyDay® portfolio, you can fit so many patients between the sphere, the expanded toric parameters, and the multifocal,” said Sahil Dosaj, OD, who practices at Miller Optometry in Yucaipa, Calif. “Now, MyDay Energys® is another option with additional benefits we can offer our patients. Everyone uses digital devices, so with many sphere wearers—this is the lens for them.”

For more information about MyDay Energys®, visit <https://coopervision.ca/practitioner/our-products/myday-family/myday-energys>.

# # #

\*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.

\*\*75% of patients slightly agree/agree/strongly agree

†80% of patients agreed when asked "CLs make my eyes feel less tired" slightly agree/agree/strongly agree

‡74% of patients agreed when asked "CLs make my vision less blurry end of day, even after a long day using digital devices" slightly agree/agree/strongly agree

**×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. Persons should continue to use UV-absorbing eyewear as directed.

1. CVI data on file 2018. Prospective, multi-center (5 US sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers. Patients slightly agree/agree/strongly agree.

2. The Nielsen Company, <https://www.nielsen.com/insights/2021/amid-the-covid-19-pandemic-home-is-where-the-connectivity-is/>.

3. Vision Council 2019. The Vision Council shines light on protecting sight and health in a multiscreen era. <https://thevisioncouncil.org/blog/vision-council-shines-light-protecting-sight-and-health-multi-screen-era>. Accessed 19 July 2022.

4. Chantal Coles-Brennan et al. Management of digital eye strain. Clinical and Experimental Optometry. 2019;(102)1:18-29.

Common Sense Media. 2021. The Common Sense Census Media Use by Tweens and Teens.

5. 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>.

6. CVI data on file 2022.

### **About CooperVision**

CooperVision, a division of CooperCompanies (Nasdaq: COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio 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](http://www.coopervision.com).

### **About CooperCompanies**

CooperCompanies (Nasdaq: COO) is a leading global medical device company focused on helping people experience life's beautiful moments through its two business units, CooperVision and CooperSurgical. CooperVision is a trusted leader in the contact lens industry, helping to improve

the way people see each day. CooperSurgical is a leading fertility and women's healthcare company dedicated to putting time on the side of women, babies, and families at the healthcare moments that matter most. Headquartered in San Ramon, Calif., CooperCompanies has a workforce of more than 16,000, sells products in over 130 countries, and positively impacts over fifty million lives each year. For more information, please visit [www.coopercos.com](http://www.coopercos.com).