



we're going plastic neutral

Plastic is necessary for product and packaging sterility and safety, and how we manage that plastic waste is important to us.

For our planet

We're partnering with Plastic Bank^{®1} to reduce ocean-bound plastic waste: **For every clariti[®] 1 day contact lens we sell, we purchase a credit from Plastic Bank[®] to collect and convert an equal amount² of plastic through their global network.**

For the greater good

Through our partnership with Plastic Bank[®], plastic waste collectors in coastal communities receive a premium for the materials they collect to help them provide for basic family necessities, such as groceries, school tuition, and health insurance.

For your practice

Consumers will go out of their way to support a company that makes strong efforts to be sustainable. When your practice demonstrates sustainability, it creates an emotional connection with patients and keeps them coming back to your practice (and that means profitability).



clariti[®] 1 day is the first net plastic neutral contact lens in the U.S.¹

Net plastic neutral is the state which is achieved when the net plastic associated with a company, brand, or product is reduced to zero for a defined period

Right for a lot of reasons

clariti® 1 day is the ideal full-family SiHy lens brand for virtually every new-to-1-day lens patient² because of its great performance, everyday value and sustainable manufacturing – and because it now removes a barrier for those concerned about plastic waste and because it now offers the opportunity for a better future – for our planet and the people who live on it.

Net plastic neutrality is the newest step building on our sustainability heritage. What comes next? Stay tuned!



Want to have a more positive impact on the environment? Simply prescribe clariti® 1 day.

**It's that easy. Join us on this journey
and together we can do one day better.**

learn more at one-day-better.com



#onedaybetter



Sustainably speaking:



85% of U.S. contact lens wearers agree that a plastic neutral clariti® 1 day brand comes from a company that cares about the environment⁴



69% of U.S. contact lens wearers who don't currently wear daily disposables, say they **would be interested in trying a plastic neutral 1-day lens**⁵



70% of Americans polled said they would go out of their way to support a company that makes strong efforts to be sustainable*



93% of ECPs agree that keeping plastic out of oceans is important to them⁴

1. 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. CVI data on file 2021; Rx coverage database n=203,946 eyes; 14 to 41 years for clariti® 1 day sphere and clariti® 1 day toric; 42 to 70 years for clariti® 1 day multifocal. Combined 82.2% coverage.

3. 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.

4. 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.

5. CVI data on file 2020. Decision Analyst online survey with 1-day soft CL wearers in US, n=1,588.

*2020 Survey. The Recycling Partnership.

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