

sustainability matters

“Going green” is a growing trend, and many eye care practices are taking measures to be **more sustainable**

91% of Canadian contact lens wearers agree that keeping plastic out of environment is important to them¹

88% of Canadian contact lens wearers believe that manufacturers need to embrace sustainable manufacturing techniques²

Your patients prioritize sustainability

81% of Canadian contact lens wearers say they are willing to pay more for a sustainable contact lens product³

89% of Canadian contact lens wearers agree that having a sustainable, daily disposable contact lens would make them feel better about using daily disposable contact lenses⁴

and it matters to you as well

80% of ECPS agree that clariti® 1 day being a plastic neutral contact lens brand is innovative⁵

85% of ECPS agree that manufacturers need to embrace sustainable manufacturing techniques⁵

93% of ECPS agree that keeping plastic out of oceans is important to them⁵

Sustainability is good for business

Demonstrating sustainable practices can help you:

Reach new patients and increase your competitive advantage

87% of Canadian contact lens wearers say when choosing between daily disposable lens brands, they will be more likely to buy the environmentally friendly one.⁵

Realize increase in profitability

81% of Canadian contact lens wearers say they are willing to pay more for a sustainable contact lens product.⁶

Now, CooperVision® has made it easy to make a mindful impact on the environment.

clariti® 1 day¹ is the first net plastic neutral contact lens in Canada thanks to credits we purchase through our partnership with Plastic Bank®⁷

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.

By simply prescribing and wearing clariti® 1 day, you and your patients can participate in making a difference—together.



plasticbank



Learn more about CooperVision's clariti® 1 day plastic neutral initiative and the opportunity for your practice at one-day-better.ca



1. CVI data on file 2021. Decision Analyst online survey with 1-day soft CL wearers in Canada, n=300. Top 2 on 5 point scale.
2. CVI data on file 2021. Decision Analyst online survey with 1-day soft CL wearers in Canada, n=300. Top 2 on 5 point scale. Pre Concept Review.
3. CVI data on file 2021. Decision Analyst online survey with 1-day soft CL wearers in Canada, n=300.
4. CVI data on file 2020. Decision Analyst online survey with 1-day soft CL wearers in Canada, n=300. Top 2 box on 5 point scale. Post Concept Review.
5. CVI data on file 2020. Decision Analyst online survey with US ECPS, n=201. Top 3 box on 7 point scale.
6. CVI data on file 2021. Decision Analyst online survey with 1-day soft CL wearers in Canada, n=300. Top 2 box on 5 point scale. Post Concept Review.
7.1. clariti® 1 day is defined as orders and includes clariti® 1 day sphere, clariti® 1 day tonic, and clariti® 1 day multifocal product sold & distributed by CooperVision in Canada.
7.2. 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). CVI data on file 2020. Sustainability report, clariti® 1 day.
Warning: Do not expose the contact lenses to water while wearing them.