

THE WAIT IS OVER.

NEW MYDAY® TORIC CONTACT LENSES

incorporate CooperVision's proven toric lens design and most advanced material



“MYDAY TORIC IS COOPERVISION'S BEST LENS TO DATE.”

DAVID BROWNING, O.D.

It's the best of both worlds: the world-renowned design features of Biofinity® toric combined with the Smart Silicone™ chemistry of MyDay®. And it's here. CooperVision has unveiled MyDay® toric, the long-awaited addition to its premium silicone hydrogel 1-day lens family.

For your patients who wake up each morning viewing the day as an opportunity. For those patients who are the most discerning of consumers, demanding superior performance from every brand they choose. They're conquering life, and MyDay® is their contact lens.

Early adopters of MyDay® toric are sharing their experiences with the lens, and it is everything they had hoped for. All-day comfort. Stability. Familiar fit. Healthier modality and material. Find out more about why practitioners are reaching for them, why patients love them, and why some are saying that MyDay® toric is CooperVision's best toric contact lens yet.

WHY DO YOU REACH FOR MYDAY® TORIC? WHAT WOULD YOU TELL YOUR COLLEAGUES ABOUT THIS LENS?

McIntyre: With the shift toward fitting 1-day contact lenses, the introduction of MyDay® toric is very timely. CooperVision is known for its toric contact lenses, and they've made really good torics throughout my very lengthy career. But there is nothing better than this. MyDay® toric has the water content, the Dk, the comfort, the vision—it has everything you want in a toric, let alone a 1-day toric. I would tell my colleagues, “Just try them. You're going to love them.”

Bircher: I would tell my colleagues that MyDay toric is a game changer. Whether patients are using it to supplement their current supply, or transitioning to the 1-day modality full time, we finally have a lens that will make them very happy with the vision and comfort. And the doctor is going to be happy with the health of the eye.

“MYDAY® TORIC IS A GAME CHANGER.”

DAWN BIRCHER, O.D.

Koepke: The best features of MyDay® toric are its stability and reliability. It's been very easy to fit; it settles quickly. It's stable, even as the patient is looking from left to right. Take the prescription, pick that lens, put it on, and it's likely going to work. Rarely have I had to make any adjustments for axis or power changes. And your patients are going to be happy with it. I've been really satisfied with the outcomes. It has been spot on.

Browning: MyDay® toric is CooperVision's best lens to date. It has been a great lens. We've always wanted Biofinity toric in a daily disposable. Now we have a great lens that is going to be very clear, consistent, and extremely comfortable to wear all day long. MyDay toric has already become my first choice and my favorite for fitting daily disposable torics. We get the benefits of the all-day comfort of Biofinity, now with the advantages of daily disposables to have that fresh, clean lens on the eye every day.

HOW SIMILAR IS THE PERFORMANCE OF MYDAY® TORIC TO BIOFINITY® TORIC?

Browning: Biofinity® has been the gold standard for all toric lenses. It's been fantastic as far as not rotating, very good vision, very good comfort. In my practice, we compare everything we have to Biofinity®. Most daily disposables rotate more, so patients will experience more vision fluctuation, and that's why they end up going back to monthly lenses—for more stable vision. But then they complain that they're not as comfortable. Now you don't have to worry. With MyDay toric, you have the stability of Biofinity with the advantages of a daily disposable. It has been a great lens for us.

McIntyre: We fit a lot of Biofinity® torics, so we were interested to see how MyDay® toric would perform vis-à-vis the Biofinity® toric. They have been very similar in the fitting, the speed of the adjustment, the comfort. In every way we could monitor, Biofinity® toric and MyDay® toric performed equally.

Koepke: For my patients going from Biofinity® toric, which is a great toric lens, putting them into the MyDay® toric was actually very easy. They fit very similarly. They're both very comfortable, and the stability has been great.

HOW HAVE YOUR PATIENTS RESPONDED TO MYDAY® TORIC?

Koepke: My patients tell me that MyDay® toric is a homerun when it comes to comfort. It's been really soft, it's easy for them to handle and get in and out, and they're getting great all-day wear.

Browning: The number one complaint for all contact lens wearers that I have seen is end-of-day comfort. They can put on almost any lens and be good for an hour or two, but to be able to sit in front of a computer or to do daily tasks, they're just done. By the time it's 5:00 or 6:00 p.m., patients want to remove contact lenses, and we've found that with MyDay® toric, patients have done so much better. They can put on the lens and not think about their contacts all day long.

Bircher: Seeing patients' reactions is what I've enjoyed most about MyDay® toric. I've had a patient for over a decade, who has always had long-term complaints about her vision and comfort in toric lenses. When I first received MyDay® toric, I instantly thought of her. When we dispensed the first lenses, you could tell she was very hesitant. She shrugged her shoulders and said, “We'll see.” Within a week we got a phone call from her, telling us this was the game changer for her. She had all-day, end-of-day comfort with MyDay® toric, in addition to crisp, sharp vision. With MyDay® toric, I feel confident telling my patients that they will have the same comfort in 8-10 hours as they do at initial insertion.

Don't wait to give your patients with astigmatism an unprecedented 1-day contact lens wearing experience with MyDay® toric.

It features the same Optimized Toric Lens Geometry™ found in Biofinity® toric, the most prescribed toric lens in the United States. This proven toric design provides 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.

And with MyDay® toric's extensive power range, you can fit an even greater number of patients in CooperVision's softest ever 1-day silicone hydrogel lens—so they can get back to tackling life.

Prescribe the contact lens of conquerors.

For more information, visit PrescribeMyDay.com/toric/RO



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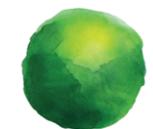
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