

Innovation for your patients' lifestyle today.



Digital device use is widespread no matter your patients' age. Now is the time to ask yourself, who wouldn't benefit from innovation to help meet the demands of your patients' eyes today?



Canadians spend an average of over 4 hours per day on their digital device¹



Canadians will spend nearly 17 years of their lives on screens²



Parents spend over 9 hours a day on a screen³

Give them Biofinity Energys[®] – the first contact lens designed to help eye tiredness and dryness associated with digital eye fatigue.⁴



Nearly 4 out of 5 contact lens wearers are interested in knowing more about reducing eye strain/tiredness associated with digital devices⁵.



Digital Zone Optics[®] lens design can help reduce ciliary muscle stress during digital device use⁶.



8 in 10 wearers said that Biofinity Energys[®] helps their eyes feel less tired at the end of the day compared to their previous contact lenses⁷.



85% of wearers agreed their eyes feel relaxed while using digital devices when wearing Biofinity Energys[®]⁷.



94% of Biofinity Energys[®] wearers said the lenses meet or exceed their expectations⁷.

The Ideal Biofinity Energys® Patient – Almost Anyone!

NEW AND RETURNING WEARERS

- Fit your new contact lens wearers, and those who are coming back to try contact lenses again with innovation made specifically for their lifestyle today.

95% of new or returning contact lens wearers said Biofinity Energys® meets or exceeds their expectations⁷.

More than 40% of Biofinity Energys® contact lens prescriptions are for **new contact lens wearers**.⁸

Patients Wearing Older Technology

- Many patients can benefit from innovative contact lens technology—including those who are satisfied in their current lenses, so prescribe Biofinity Energys® to those wearing older technology.

93% of wearers who switched from Biofinity® sphere said Biofinity Energys® **met** or **exceeded their expectations**.⁷

Biofinity Energys® is **preferred 4 to 1** over other monthly and two-week replacement contact lenses.⁷

3 Tips for Success with Biofinity Energys®

- **New lens = new prescription.** Even if the patient has been wearing Biofinity® sphere or another monthly sphere lens, it's best to start with an up to date sphero-cylindrical refraction and a fresh fitting.
- **Set realistic patient expectations.** Help patients understand they may not feel an immediate “wow factor” when first wearing the lens. With Biofinity Energys®, patient satisfaction grows over time. 49% of wearers surveyed between 3–6 months of wear reported an increase in satisfaction since first using the lens.⁵
- **Keep it simple. Don't overcomplicate it.** Fit Biofinity Energys® just like any other single vision lens.

Biofinity Energys® Specifications

Material	Water Content	Base Curve (mm)	Diameter (mm)	Sphere Power	Center Thickness @-3.00D	Dk	Dk/t @-3.00D	Lens Design	Handling Tint	Replacement Schedule	Wearing Schedule
comfilcon A	48%	8.6	14.0	+8.00D to -12.00D (0.50D steps after ±6.00D)	0.08	128	160	Digital Zone Optics®	Softblue® Visibility Tint	Monthly	Daily Wear/ Extended Wear/ Continuous Wear



FROM SPHERE TO SPECIALTY
Only Biofinity®



CooperVision®

SPHERE TORIC MULTIFOCAL

1. <http://www.emarketer.com/Article/Canada-Mobile-Devices-Significant-Gains-Time-Spent-with-Media/1012535#sthash.30%20of%20a%2016%20hour%20waking%20days%20is%204%20hours%20and%2048%20minutes%20converted%20to%20minutes%20is%20288%20minutes%20multiplied%20by%20365%20days%20of%20the%20year%20is%20105%2C120%20minutes%20converted%20to%20days%20is%2033%20days%20multiplied%20by%20the%20average%20Canadian%20life%20expectancy%20of%2082.8%20years%20is%206044%20days%20in%20a%20life%20time%20and%2017%20years> 3. Common Sense Media, Plugged-In Parents: Attitudes, Behaviors, and Role Models Report, 2016 4. US monthly single vision lens 5. CVI data on file 2019. Online YouGov plc survey (conducted 2017). n=9343 adults in Australia, France, US, Germany, UK, Japan and Spain. Data weighted representative of countries. 6. Based on a statistically significant difference of the mean change of Accommodative Microfluctuations and when compared to Biofinity® sphere after reading on an iPhone for 20 minutes. Orsborn G, Kajita M, Muraoka T, Vega J. Changes in accommodative micro-fluctuations after wearing contact lenses of different optical designs. Cont Lens Anterior Eye. 2018 Jun;41(1):S83. doi: <https://doi.org/10.1016/j.clae.2018.04.009>. 7. CVI data on file, 2018. Online survey Biofinity Energys® CL wearers, USA. n=200 8. US industry data on file, 2018. © 2020 CooperVision, Inc., CooperVision is a registered trademark; and clariti is a trademark of The Cooper Companies, Inc., its subsidiaries or affiliates.