The below three email/letter copy templates can be used to enhance your patient communication and tell the story about Plastic neutral contact lenses.

**PRE APPOINTMENT PATIENT EMAIL COPY TEMPLATE**

**Heading/Subject line: We’re really excited about CooperVision’s range1 of plastic neutral contact lenses.2**

**Interested in a 1-day contact lens?**

CooperVision’s range1 of 1-day contact lenses are plastic neutral.2

For every kilogram of plastic in CooperVision 1-day brands distributed in Australia and New Zealand, CooperVision® partners with Plastic Bank2 to collect and recycle an equal amount of ocean-bound plastic through their global recycling communities.

The community members collecting ocean-bound plastic receive a premium in exchange for the materials they collect, which helps them provide basic family necessities such as groceries, cooking fuel, school tuition and health insurance.3

So by simply purchasing and wearing a CooperVision 1-day contact lens, you’re making a **positive environmental impact. Learn more: coopervision.net.au/plasticneutral**

**Let’s talk about it at your appointment. See you soon.**



1Range defined as all 1 day brands and segments: sphere, toric and multifocal. One-day contact lenses are defined as orders for those products and includes product sold and distributed by CooperVision in Australia and New Zealand.

2Plastic 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 our one-day contact lens orders in a specified time period. One-day contact lens plastic is determined by the weight of plastic in the blister, the lens and the secondary package (outer carton), including laminates, adhesives, and auxiliary inputs (e.g. ink).

3*Abou*t Plastic Bank. Assessed April 8, 2022; <https://plasticbank.com/>

CooperVision soft daily disposable contact lenses for vision correction. This product may not be right for you, refer to your optometrist for advice. Always read the label and follow the instructions for use (https://coopervision.net.au/patient-instruction).

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**POST APPOINTMENT PATIENT EMAIL COPY TEMPLATE**

**Heading/Subject line: We wanted to say thanks for visiting.**

**We hope you’re enjoying your trial of CooperVision 1-day contact lenses.**

Don’t forget the positive impact you’re making when you purchase and wear CooperVision’s plastic neutral 1-day contact lenses.1,2

For every kilogram of plastic in CooperVision 1-day brands distributed in Australia and New Zealand, CooperVision® has partnered with Plastic Bank2 to collect and recycle an equal amount of plastic through their global recycling communities.

The community members collecting ocean-bound plastic receive a premium in exchange for the materials they collect, which helps them provide basic family necessities such as groceries, cooking fuel, school tuition and health insurance.3

**So it’s good all around. Learn more: coopervision.net.au/plasticneutral**

**Have any questions or ready to order your CooperVision one-day lenses?**

**Call us anytime.**



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**SHARED VALUES PATIENT EMAIL COPY TEMPLATE**

**Heading/Subject line: Just like that, you’re supporting a brighter future for our planet**

**You’re big on sustainability—us, too. So we bet you’ll appreciate this:**

* CooperVision’s range1 of 1-day contact lenses are plastic neutral.2
* For every kilogram of plastic in CooperVision 1-day contact lenses sold in Australia and New Zealand, CooperVision has partnered with Plastic Bank to collect and recycle an equal amount of ocean-bound plastic through their global recycling communities.
* So now you're making a positive immediate impact on the environment simply by purchasing and wearing your CooperVision 1-day contact lenses.



1Range defined as all 1 day brands and segments: sphere, toric and multifocal. One-day contact lenses are defined as orders for those products and includes product sold and distributed by CooperVision in Australia and New Zealand.

2Plastic 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 our one-day contact lens orders in a specified time period. One-day contact lens plastic is determined by the weight of plastic in the blister, the lens and the secondary package (outer carton), including laminates, adhesives, and auxiliary inputs (e.g. ink).

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