

Let's talk about Plastic Neutrality.



Many of your patients are passionate about sustainability and protecting our planet. You have an opportunity to show that you share those values and to increase their loyalty to your practice by talking to them about **CooperVision's range¹ of plastic neutral contact lenses.²**

Here are some of the questions you're likely to hear and how you can respond.

What is plastic neutrality?

It's like carbon neutrality, but instead of carbon credits, it uses plastic credits. Plastic neutral is achieved when a company (or an individual) recovers and recycles the same amount of plastic it uses or produces.³

How does it work?

All CooperVision® one-day contact lens brands and products in Australia and New Zealand are included. All plastic used in the lens, the blister and the secondary packaging (outer carton) including ink, adhesive and films is added up. We purchase credits equal to the weight of plastic we use in our one-day contact lenses, the blister and the secondary packaging here in Australia and New Zealand.² An equal amount of ocean-bound plastic is then collected by Plastic Bank. Collected materials are reprocessed for reintroduction into the global supply chain⁴.

How much of an impact am I making?

One year after CooperVision® established the first plastic neutral contact lens in the USA and in Europe through the trailblazing partnership with Plastic Bank, the program has already made a significant environmental and social impact worldwide:

- The equivalent of nearly 28 million plastic bottles have been prevented from polluting the oceans.
- 171 coastal communities have directly benefited from exchanging ocean-bound plastic for a premium which helps them provide basic family necessities such as groceries, cooking oil, and even health insurance.

CooperVision's partnership with Plastic Bank, is the largest plastic neutrality initiative in the contact lens industry.

With the expanded scale into other countries during 2022, the program is expected to prevent the equivalent of nearly 90 million plastic bottles from reaching oceans in 2022 – more than three times the amount collected in 2021.

Who benefits?

Through CooperVision's partnership with Plastic Bank, we all win, including plastic collectors in coastal communities. They receive a premium for the materials they collect to help them provide for basic family necessities, such as groceries, school tuition, and health insurance.

How else does CooperVision® support sustainability?

Like many companies, CooperVision® is on a sustainability journey. Over the past several years, we have built a strong track record of sustainable manufacturing and operations, focused on areas in which we can make the greatest impact. You can read more here <https://coopervision.net.au/about-coopervision/coopervision-sustainability>

What if I wear a toric or a multifocal lens?

You're still making an impact. The plastic neutrality initiative applies to CooperVision's entire range of 1 day lenses, so you can make an impact no matter what your vision correction need is.

Plastic neutrality aside, why else should I wear CooperVision® contact lenses

At CooperVision®, we know that no two eyes are the same. And neither are any two contact lens wearers.

With the widest range of soft contact lenses,^{*5} CooperVision® can offer you excellent options for your unique needs.

Along with a comprehensive range¹ of plastic neutral² 1 day contact lenses, CooperVision also offer 2-week or monthly replacement contact lenses to suit many lifestyles, budgets and vision correction needs.