

User Guide

CooperVision Product Communications Portal



Purpose of the Product Communications Portal

Evolving regulation has made it more important than ever to tell brand and product stories in a clear, consistent and compliant way.

- Clear, accurate product information is key to promoting brands.
- Regulatory expectations for marketing materials continue to evolve.
- Customers need access to approved, compliant content – easily and quickly.



About the Product Communications Portal

A new open-access online portal that shares CooperVision's latest approved product descriptors and imagery.

- Access to product narratives, pack shots and imagery.
- Continuously updated with approved content.
- Allows users to incorporate their brand story alongside approved core narratives outlining product features and benefits.
- No login required to the Portal.



About the Product Communications Portal

Convenient

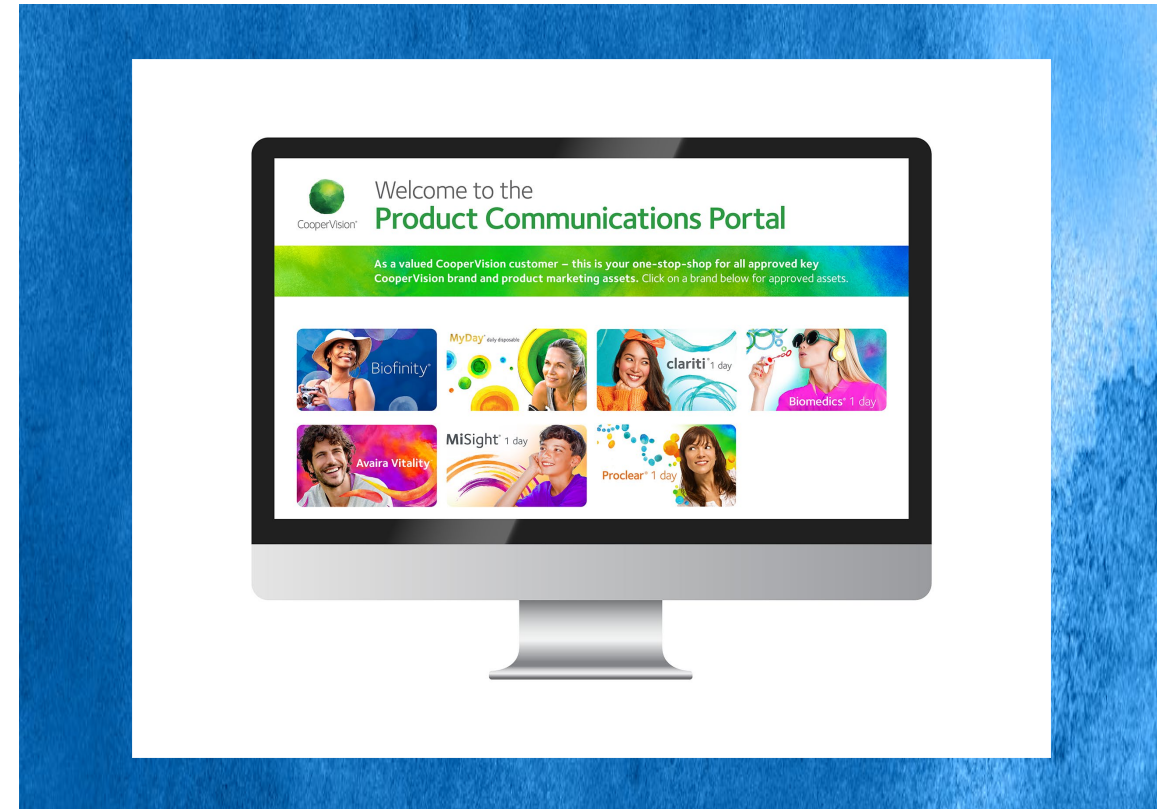
- One place for all assets.
- Available anytime.

Consistent

- Product narratives aligned with technical documentation.
- Provides a strong base for customers' brand storytelling.
- Available in local language.

Compliant*

- Claims and descriptions substantiated.
- Reviewed against regulatory standards.



*Customers should continue to check and ensure that all marketing materials comply with the advertising and marketing rules applicable to their business and within their market.

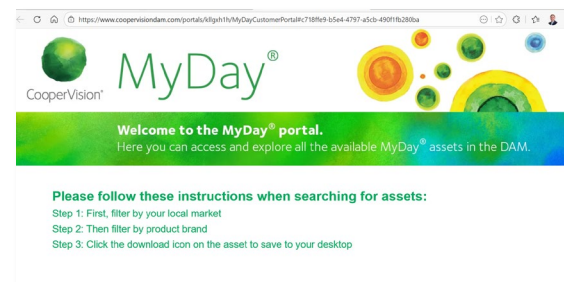
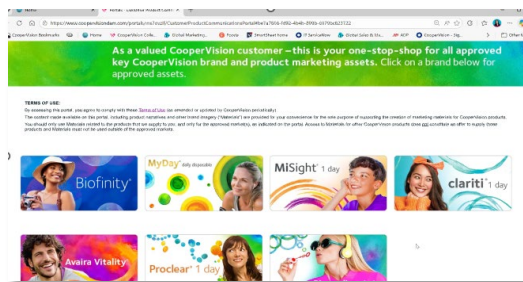
How to navigate the portal – four easy steps

1. Access the portal by visiting: [Portals - Customer Product Communications Portal](#)

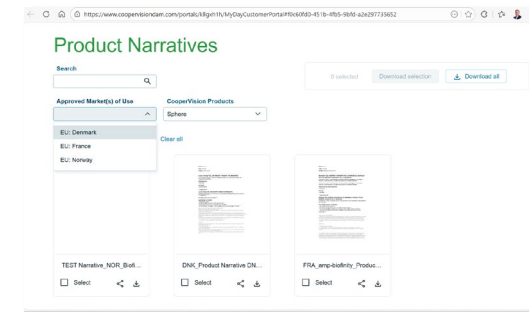
Note that no password or access code is needed.



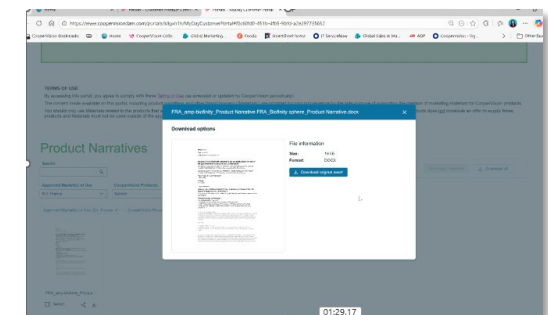
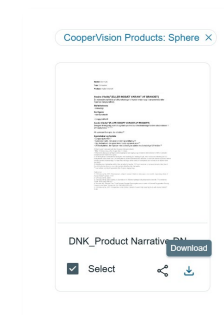
2. Select the brand for which you wish to download content – e.g., 'MyDay'.



3. From the drop downs, select 'Approved Market of Use' and 'CooperVision Product' (e.g., 'sphere').



4. Select 'Download' icon and then confirm. Repeat for other assets, such as images etc.



How to use the narratives from the portal – CooperVision brand example

The below example are text and product imagery you could use on assets such as web pages, posters etc.

NOTE: This is an example of how to use the narrative – please use actual brand narratives as available on the portal itself.

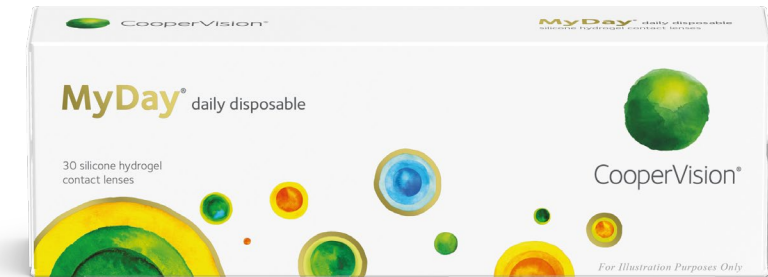
MyDay®

One-day replacement silicone hydrogel contact lens for myopic and hyperopic wearers. Corrects short-sightedness (myopia) and long-sightedness (hyperopia).

Exceptional vision and incredible all-day comfort for wearers looking for a high-performance contact lens for long, demanding days.*^{1,2,3}

Features and Benefits

- Incredible all-day comfort²
- Clear, crisp and sharp vision²
- High oxygen transmissibility for clear, white eyes^{†‡2}
- UV blocking to help protect the eye from the transmission of harmful UV rays[§]
- MyDay® sphere is plastic neutral. CooperVision® offsets plastic waste for every box of MyDay® sphere contact lenses sold and distributed.^{◇2}



Packaging images for illustration purposes only.

* Vs. DAILIES TOTAL1®, PRECISION1®, ACUVUE® OASYS MAX 1-Day, ULTRA® One-Day.

† High oxygen transmissibility promotes clear, white eyes.

‡ Compared to 1 DAY ACUVUE® MOIST and DAILIES® AquaComfort Plus®.

§ UV-blocking contact lenses help provide protection against transmission of harmful UV radiation to eye but are not substitutes for protective UV-absorbing eyewear, such as UV absorbing goggles or sunglasses, as they do not completely cover the eye or surrounding area. Continue to use UV-absorbing eyewear as directed by your eye care professional.

◇ Plastic used in participating CooperVision soft contact lens products 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). The determination does not include plastic used during the manufacturing process for both these products and their packaging.

References:

1.CVI data on file 2015, 2021, 2023, and 2023. MyDay® clinical studies compared to DAILIES TOTAL1® n=22 (dispense -0.09 vs -0.10 p=0.624), PRECISION1® n=35 (dispense -0.14 vs -0.14 p=0.90, 1 week -0.14 vs -0.15 p=0.14), ACUVUE® OASYS MAX 1-Day n=68 (dispense -0.10 vs -0.11 p=0.22, 1 week -0.10 vs -0.10 p=0.25), and ULTRA® One-Day n=64 (dispense -0.04 vs -0.04 p=0.79, 1 week -0.04 vs -0.04 p=0.54).

2.CVI data on file, 2024.

3.P.Cho. Daily disposable lenses: The better alternative. CLAE. 2012. Part 1.9.



How to use the narratives from the portal – customer brand example

The below example are text and product imagery you could use on assets such as web pages, posters etc.

NOTE: This is an example of how to use the narrative – please use actual brand narratives as available on the portal itself.

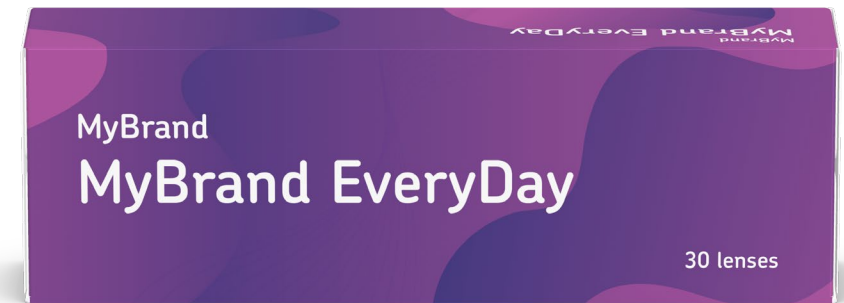
MyBrand™ EveryDay

MyBrand is the contact lens choice for those looking to get the very most out of every day.

One-day replacement silicone hydrogel contact lens for myopic and hyperopic wearers. Corrects short-sightedness (myopia) and long-sightedness (hyperopia).

Exceptional vision and incredible all-day comfort for wearers looking for a high-performance contact lens for long, demanding days.*^{1,2,3}

- Incredible all-day comfort²
- Clear, crisp and sharp vision²
- High oxygen transmissibility for clear, white eyes^{†2}
- UV blocking to help protect the eye from the transmission of harmful UV rays[§]
- MyBrand™ EveryDay is plastic neutral. The manufacturer, CooperVision, offsets plastic waste for every box of MyBrand™ EveryDay contact lenses sold and distributed.^{◇2}



Ask about how MyBrand™ EveryDay contact lenses can help you get the most out of every day.

* Vs. DAILIES TOTAL1®, PRECISION1®, ACUVUE® OASYS MAX 1-Day, ULTRA® One-Day.

† High oxygen transmissibility promotes clear, white eyes.

‡ Compared to 1 DAY ACUVUE® MOIST and DAILIES® AquaComfort Plus®.

§ UV-blocking contact lenses help provide protection against transmission of harmful UV radiation to eye but are not substitutes for protective UV-absorbing eyewear, such as UV absorbing goggles or sunglasses, as they do not completely cover the eye or surrounding area. Continue to use UV-absorbing eyewear as directed by your eye care professional.

◇ Plastic used in participating CooperVision soft contact lens products 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). The determination does not include plastic used during the manufacturing process for both these products and their packaging.

References:

1.CVI data on file 2015, 2021, 2023, and 2023. MyDay® clinical studies compared to DAILIES TOTAL1® n=22 (dispense -0.09 vs -0.10 p=0.624), PRECISION1® n=35 (dispense -0.14 vs -0.14 p=0.90, 1 week -0.14 vs -0.15 p=0.14), ACUVUE® OASYS MAX 1-Day n=68 (dispense -0.10 vs -0.11 p=0.22, 1 week -0.10 vs -0.10 p=0.25), and ULTRA® One-Day n=64 (dispense -0.04 vs -0.04 p=0.79, 1 week -0.04 vs -0.04 p=0.54).

2.CVI data on file, 2024.

3.P.Cho. Daily disposable lenses: The better alternative. CLAE. 2012. Part 1.9.

FAQs (1 of 3)

What is the Product Communications Portal?

The Product Communications Portal is an online hub where you can browse and download the latest approved product narratives, brand imagery and pack shots for CooperVision products. It's designed to make marketing convenient, consistent and compliant with applicable regulatory standards.

Who is the portal for?

It's for CooperVision customers and partners who create marketing materials on their behalf (e.g., websites, ads, in-practice collateral, email campaigns) and need approved, accurate product information and visuals.

Do I need a login?

No. The portal is open access – no username or password required. Access it here: [Portals - Customer Product Communications Portal](#)

What content is available?

- Approved features and benefits narratives
 - Product descriptors
 - Pack shots and brand imagery (please note that these are coming soon, but are not available on launch)
 - Content available in local languages where applicable
 - Materials reviewed for accuracy and regulatory compliance.
- Note: Please continue to check and ensure that all your marketing materials comply with the advertising and marketing rules applicable to your business and within your market.

How often is the portal updated?

Content is updated as new products launch, new claims are generated or regulatory guidance evolves. The portal displays the most current versions.

How do I know I'm using the latest version?

Always download directly from the portal. Each item includes a version reference where applicable.

Can I change the core narratives you have provided?

The core information (features and benefits) should not be changed. It reflects language aligned with our technical documentation and reviewed against applicable regulatory standards.

However, you can add surrounding brand content – for example:

- Your brand voice and tone (if the product is under a private label)
- Audience-specific context (e.g., channel-appropriate intros, CTAs)
- Layout and design choices that don't alter the meaning of the core features/benefits
- If in doubt, check with your CooperVision representative before publishing.

FAQs (2 of 3)

Can I use the narratives in my own brand style?

Yes – as long as you do not change the meaning, order or substance of the core features and benefits. You can add headings, intros and CTAs in your own tone.

What if I need content for a private label?

You may apply your private label brand name and brand voice to the surrounding copy. Do not change the core features/benefits language.

Do I need to update my existing materials already in market?

No. There's no need to retrospectively amend materials already in market. Please use the approved descriptions for new materials going forward.

Are the clinical claims substantiated?

Yes. Claims and descriptors on the portal are substantiated and reviewed against applicable regulatory standards. Do not add new claims or modify existing ones.

Can I add my own claims or data points?

No. Please do not add additional clinical claims, statistics or superlatives beyond what's provided. If you have new data you'd like to include, contact your CooperVision representative.

Which markets/languages are covered?

Narratives are available in multiple local languages where applicable. If your market/language isn't listed, contact your representative for guidance or timelines.

Are there any usage rights or restrictions on imagery?

Assets on the portal are cleared for CooperVision product marketing.

Can I upload my own assets to the portal?

No. The portal is a CooperVision-curated repository and it is not necessary to upload your owned-assets.

Who do I contact for help?

Please consult these FAQs. For additional questions or custom needs, contact your CooperVision representative.

What happens if I spot an error or need a new asset?

Please report it to your CooperVision representative with details (asset name, URL, screenshot). We'll review and correct or advise on timelines.

Are there regional regulatory differences I should be aware of?

Yes – regulatory requirements vary by market. Use the materials designated for your region/language. If you're unsure, ask your representative.

How should I cite or attribute claims?

Use the text as provided. Any required footnotes or references will be included in the assets.

How quickly are new products or claims added?

We aim to publish updates once substantiation and review are complete. Timelines vary by product and region.

FAQs (3 of 3)

How do I address footnotes and referencing when using my customer brand (i.e., the footnotes and references refer to CooperVision branded products)?

Customer brand names should be identified as a variant of the corresponding CooperVision product above the relevant footnotes and references (e.g., we recommend placing the following text before the footnotes and references: '[Customer Brand] is a brand variant of [CooperVision Brand].')

If you have any questions, please contact your CooperVision representative in the first instance.

HELPING PEOPLE
EXPERIENCE **LIFE'S
BEAUTIFUL
MOMENTS**



CooperVision®