

FAQs – Product Communications Portal

To support users accessing the Product Communications Portal.

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.

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.

Will the portal integrate with our DAM/CMS?

Not at this time. Please download assets directly. If integration becomes available, we'll communicate details.

Is training available?

Yes. A short User Guide is available here: [\[LINK\]](#).

Who do I contact for help?

Please consult the user guide and/or 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 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].')

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.