

How do I know if I have
digital eye strain?

Over
70%

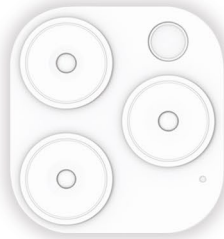
Do you experience one or more of the
following after device use?

Blurry vision

Dry eyes

Sore, tired or itchy eyes

If yes, you could be experiencing
digital eye strain.¹



Scan QR code to learn more

Today's world is digital.
Today's contact lens is
MyDay Energys®



Featuring **DigitalBoost™** Technology

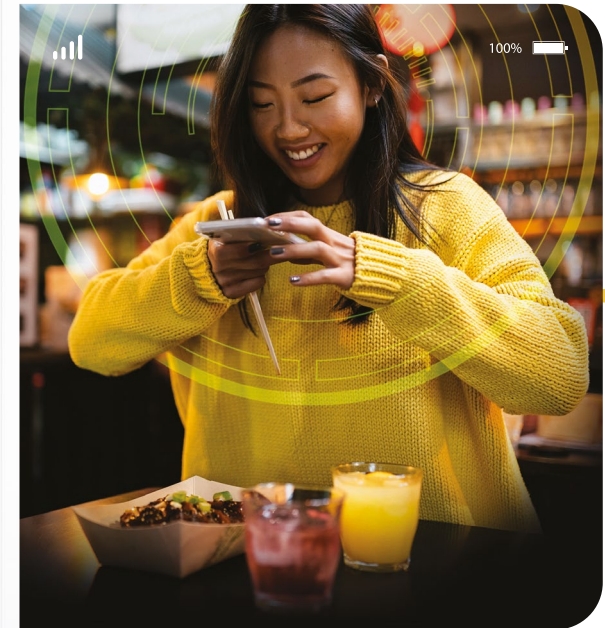
All trademarks are properties of their respective owner. *Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost™/Digital Zone Optics® after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys and sphere.

1. Focused Insights 2022: Digital habits report. The Vision Council website. Accessed July 17, 2022. <https://thevisioncouncil.org/product/focused-insights-2022-digital-habits-report>. 2. Howarth, J. Alarming Average Screen Time Statistics. Accessed July 19, 2023. <https://explodingtopics.com/blog/screen-time-stats#top-screen-time-stats>. 3. Kajita M et al. Changes in accommodative micro-fluctuations after wearing contact lenses of different optical designs. Cont Lens Ant Eye (2020) In Press <https://doi.org/10.1016/j.clae.2020.03.003>. 4. Andrew D Pucker, Aaron M Kerr, Jennifer Sanderson & Chris Lievens (2024) Digital Eye Strain: Updated Perspectives, Clinical Optometry, 233-246, DOI: 10.2147/OPTO.S412382. 5. CVI data on file 2018. Prospective, multi-center (5 US sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers. 76% of patients agreed when asked, "CLs make my eyes feel less strained" (slightly agree/agree/strongly agree). 6. CooperVision data on file 2020. Rx coverage database n=120,406 eyes for Rx with <0.75DC; 14 to 70 years. 7. CVI data on file 2023. US in market assessment survey conducted by ECPs: n=207 habitual contact lens patients refit into MyDay Energys® contact lenses at initial fitting. 8. CVI data on file 2018. Prospective, multi-center (5 US sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers. 75% of patients slightly agree/agree/strongly agree.

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**ALWAYS
ON.**



Phones, tablets and laptops;
morning, noon and night.

We're all on, all the time.

What is digital eye strain?

We spend an average of nearly
7 hours a day
using digital devices.²

Our eyes constantly shift focus from on-screen to off-screen which may lead to stress on the eye muscles^{*3} and cause digital eye strain.

What can I do about digital eye strain?

There are a number of simple solutions which can help make your eyes feel more comfortable.

1. Try contact lenses with DigitalBoost™ Technology designed to help ease eye tiredness associated with digital device use.^{*3,4}

3. Take regular breaks from digital devices⁵ with the 20:20:20 rule. Every 20 minutes, look at something over 20 feet away for 20 seconds.

Upgrade your contact lenses to MyDay Energys®

MyDay Energys® are one-day contact lenses designed for today's digital world. Featuring DigitalBoost™ Technology lens design which may help ease the strain on the eyes so you can shift focus from on screen to off with less effort.^{*3,5} It's a simple upgrade available for a wide range of prescriptions⁶, so MyDay Energys® will fit most eyes.⁷

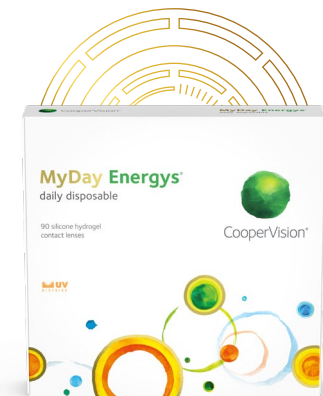
Ask us today if MyDay Energys® is right for you.

Brought to you by
MyDay Energys® contact lenses

The contact lens designed for today's digital world.

- Introducing DigitalBoost™ Technology.
- Provides a +0.3 boost which may help ease the muscle strain associated with focusing on-screen to off-screen during digital device use.^{*3}
- Aquaform Technology for natural wettability and incredible comfort.
- Wearers agree that MyDay Energys® makes eyes feel more relaxed and less strained.^{5,8}

Talk to your Eye Care Professional to see if MyDay Energys® contact lenses are right for you.



Featuring DigitalBoost™ Technology