



# State-of-the-Art Silicone Hydrogel Material Provides High Oxygen Transmissibility to Wearers with Astigmatism.

The latest advancements in two-week contact lens technology are now available to eye care professionals and their astigmatic patients, as CooperVision, Inc. announced today the beginning of its limited rollout of Avaira Vitality™ toric. The lens is the latest addition to the new Avaira Vitality™ family, which was first introduced last summer with the launch of Avaira Vitality™ sphere lenses.

Made from a new silicone hydrogel material (fanfilcon A), Avaira Vitality™ toric delivers the best of Avaira® toric with a higher water content (55%) and high level of oxygen permeability and transmissibility, resulting in a healthier lens-wearing experience. UV protection has also been improved to Class I—the top rating—which means the lenses now block more than 90 percent of UVA and 99 percent of UVB rays. These enhancements are available at the same affordable price point as Avaira® toric.

Avaira Vitality™ toric maintains CooperVision's unique Optimized Toric Lens Geometry™, which helps to provide the same consistent visual acuity that eye care professionals and their patients have appreciated in Avaira® toric, ensuring an easy refit. A uniform horizontal ISO thickness improves lens stability and reduces rotation and a large toric optic zone provides clear visual acuity. An optimized ballast toric design provides a stable, comfortable fit, while its smooth, continuous ballast maximizes comfort during eye lid interaction.

"Avaira Vitality™ toric offers eye care professionals and their astigmatic patients a two-week option that delivers everything they know and love about Avaira® toric, but with all the benefits of the latest advancements in silicone hydrogel," said Michele Andrews, OD, Senior Director of Professional and Academic Affairs, North America, CooperVision. "Because the fitting characteristics and design are so similar to Avaira® toric, switching patients couldn't be easier."

A recent study comparing Avaira Vitality™ toric contact lenses with Acuvue® Oasys® for Astigmatism lenses found Avaira Vitality™ toric was preferred 3 to 1 by patients for overall performance. Avaira Vitality™ was rated significantly higher for comfort, vision quality and less dryness.

At launch, Avaira Vitality™ toric is available in a power range of plano to -6.00D with cylinder options of 0.75D, 1.25D, 1.75D in axes from 10° to 180° in 10° steps. They have a modulus of 0.6MPa, a DK of 90, and a Dk/t of 90. The base curve is 8.5mm and the diameter is 14.5mm. Plus powers, high minus powers, and a -2.25 cylinder will be available later in 2017.

For more information, visit [www.coopervision.com/contact-lenses/avaira-vitality](http://www.coopervision.com/contact-lenses/avaira-vitality).