

Creating the First Net Plastic Neutral Contact Lens

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sustainability
is a **BIG** deal

94% of US contact lens
wearers agree keeping
plastic out of oceans
is important to them¹

Let's talk about how clariti® 1 day is doing
one day better

CooperVision®

1. CVI data on file 2020. Decision Analyst online survey with 1-day soft CL wearers in US, n=304. Top 3 box on 7 point scale.
Warning: Do not expose the contact lenses to water while wearing them.

Building on our commitment to sustainability, combing both environmental and societal initiatives, Cooper announced its partnership with Plastic Bank to create the first **net plastic neutral contact lens** in March 2021.

Plastic Bank is a social enterprise building ethical recycling ecosystems in coastal communities, that reprocesses the materials for reintroduction into the global supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance.

For every box of clariti® 1 day distributed in the United States, Cooper will purchase a credit from Plastic Bank to collect and convert into reusable feedstock the equivalent amount of plastic, factoring in the entire product from the lens and blister to the inks, adhesive and laminates embedded within the packaging.

“We have a strong record of sustainable manufacturing and operations, focused on areas in which we can make the greatest impact,” said Melissa Kiewe, Vice President of Marketing, Americas, CooperVision. “Plastic plays a critical role in the hygienic delivery and sterile protection of our contact lenses, and how that plastic is managed is important to us. Our partnership with Plastic Bank® presents new opportunities to further expand our sustainability efforts and engage with eye care professionals and wearers in a new, innovative way.”

Since launching in March 2021, Cooper’s partnership with Plastic Bank has expanded beyond the United States and now includes 26 countries across North & South America, Europe, Africa and Asia.

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