



CL Product of the Year

There was no let up in new contact lens releases in 2012 and as a result the Contact Lens Product of the Year award 2013 was well supported with entries. This year, an external panel of contact lens practitioners, including the past Contact Lens Practitioner of the Year, was involved in the final decision, with CooperVision's Proclear 1 day multifocal coming out with the highest number of votes.

The winning contact lens was introduced in May 2012 at the BCLA Conference and Exhibition with live on-stand fitting of over 100 delegates. It was described by CooperVision as designed as a solution for presbyopic patients who want the convenience of a daily disposable and vision from any distance without compromise on comfort.

Unusually for a recent Contact Lens Product of the Year award winner, the material was not a silicone hydrogel, however that was not a major concern for the panel of judges. The entry highlighted that comfort was one consideration of the biocompatible material phosphorylcholine, which was designed to attract and maintain moisture, with research showing that the lenses could stay 96 per cent hydrated throughout the day, even after 12 hours of wear.

Natural vision

In terms of design, CooperVision described the lens as a centre-near aspheric, designed with a single power profile that aimed to preserve distance vision and limit visual compromise. Giving a near boost to the non-dominant eye, the lens is designed to optimise near and intermediate vision maintaining binocularity, accommodating patients with up to +2.50 add. This, said CooperVision gave a more natural vision experience.

CooperVision's entry stated: 'By maintaining binocularity, Proclear 1 day multifocal lenses overcome the challenges of monovision. In higher add powers, both eyes are treated separately, the lenses utilise different powers in each eye to improve vision, while sending separate uncompromised signals to each eye to allow the brain to produce a purer image.'

The company added that in clinical

A daily disposable for presbyopes in Proclear 1 day multifocal caught the eyes of the judges in the contact lens product category



Nigel Mallinson receives the trophy from Don Grcott

studies, when compared to a market-leading multifocal lens, more patients preferred Proclear 1 day multifocal lenses for vision.

The entry included a wearer testimonial from a longstanding daily disposable patient who was given a trial of the lenses and appreciated the comfort and convenience,

while highlighting the near vision experienced.

This was backed up with a testimonial from optometrist Brian Tompkins who described the lens as great for patients wanting an effective and affordable lens, with the added hygiene and lifestyle benefits of a daily disposable. He highlighted another benefit, stating: 'It also enables practitioners to overcome the challenge for those patients suffering allergic reactions to silicone-based lenses. This is a condition I personally encountered last year and as a result has seen me switch to Proclear 1 day multifocal myself.'

CooperVision concluded that the lens had met the challenges of practitioners, patients and the contact lens market, providing a product that not only offered all-day comfort and exceptional vision, but with the added convenience of a fresh new lens every day.

Supporting role

The company provided practitioners with a toolkit of supporting materials, including campaign branding focused on the key benefits of simplicity of fit, comfort and convenience. In addition, a microsite for practitioners and patients allowed people to input their Rx to see if the lens was available in the correct parameters for them.

Rob Healey, CooperVision marketing manager for the UK & Ireland said that adding a one-day multifocal in Proclear was a natural step that allowed PC 1 day wearers to migrate to the lens at the onset of presbyopia. Also the performance would attract new wearers.

On receiving the award, he said: 'It was a tremendous recognition of Proclear 1 day multifocal to win Contact Lens Product of the Year and has certainly enabled the product to grow from strength to strength.'

He added: 'We have received excellent feedback on the ease of the fit and the design, helping more practitioners prescribe this lens. The Proclear material is a well known and trusted one with FDA approval that has a deep history of being prescribed across a range of designs and modalities.' ●



● Contact Lens Product of the Year

Winner: Proclear 1 day multifocal, CooperVision

Shortlisted:

Acuvue, J&J
Clariti 1day multifocal, Sauflon
Eye care cosmetics, Butterflies