

# options



## Questions:

### What advantages does the Options brand offer to me?

The Options brand is exclusive to small to medium size practices and therefore enables you to supply a brand which will protect you from having to fit the same mainstream 'consumer' brands as your larger competition and therefore avoid consumers comparing prices.

### How do I register patients on the direct-to-patient delivery scheme?

Simply contact Customer Services (0870 9000 055).

### How can I change the delivery dates for one of my patients?

Simply call one of our Customer Services Representatives and they will amend these dates for you.

### Are there marketing support materials available free of charge?

Yes. You can ask your Area Business Manager for these or order direct from Customer Services.

### What is the price of the Options lenses and solution?

See your CooperVision Area Business Manager for details.

### Can I buy solutions without lenses?

Yes, solutions are available in three-month 'carry home' packs. These can only be purchased in eight x three-month pack supplies if you are purchasing without lenses.

## Optional extras

Benefit from the best of both worlds; a brand that you can promote as your own, plus the support available for your brand from CooperVision:

- Practice posters for you to promote your Options brand
- Postcards for you to mail out to your patients informing them of the benefits of Options
- Leaflets simply explaining the benefits of contact lenses to your patients

# Options from CooperVision



Options is the fantastic scheme that offers unique brands, solutions and a fantastic direct-to-patient home delivery service.

Options helps ensure your patients remain your patients, as Options is not available in nationals, large chains, superstores or internet-only retailers.

Options provides you with the flexibility you need to manage your patients, however you like.

## Your brand, your programme, your options.

### Your brand

Offer an entirely new brand to your patients with Options; a contact lens brand which is unavailable to nationals, large chains or superstores and is NOT supplied by CooperVision to internet-only retailers.

### Your programme

Whether you simply want to purchase Options lenses, Options solutions or purchase a quarterly bundle – the options are yours!

### Your options

Options ensures that the control remains with you to manage your patients however you wish:

- Choose from practice delivery or direct-to-patient delivery
- Patient delivery dates can be delayed without cancelling and restarting for the CooperVision Options programme
- If you manage your own invoices, choose whether you want us to invoice your practice or set up a direct debit payment with your customer

## Once again, the options are yours!

### Specification

Material	comfilcon A
Water content	60%
Base curve	8.7mm
Power range	+5.00 to -6.00 (0.25DS steps) -6.50 to -10.00 (0.50DS steps) +5.50 to +6.00 (0.50DS steps)
Centre thickness (@-3.00DS)	0.09mm
Dk	25
Dk/t (@-3.00DS):	28
Pack size	30 or 90
Trial lens	Available as a 5 pack in all parameters

### Options Comfort One Day

Premium daily disposable lens utilising the unique PC Technology<sup>1</sup>:

- Low dehydration which leads to a lens that remains comfortable throughout the day
- Crisp vision in the 'real' world throughout the day and into the night
- Provides an upgrade route for your current wearers who are willing to pay more for better comfort

## Options One Day

Daily disposable lens designed to provide excellent performance:

- Excellent comfort through advanced design
- Easy handling as a result of the lens design and manufacturing process
- UV inhibitor

### Specification

Material	ocufilcon B
Water content	52%
Base curve	8.7mm
Power range	+5.00 to -6.00 (0.25DS steps) +5.50 to +6.00 (0.50DS steps) -6.50 to -10.00 (0.50DS steps)
Centre thickness (@-3.00DS)	0.07mm
Dk	17
Dk/t (@-3.00DS)	24
Pack size	30 or 90 pack
Trial lens	Available as a 5 pack in all parameters

### Specification

Material	ocufilcon D
Water content	55%
Base curve	8.7mm
Power range	0.00 to -6.00 (0.25DS steps) -6.50 to -7.00 (0.50DS steps)
Cylinder	-0.75, -1.25
Axis	20°, 90°, 160°, 180°
Centre thickness (@-3.00DS)	0.11mm
Dk	19
Dk/t (@-3.00DS)	17
Pack size	30
Trial lens	Available as a 5 pack in all parameters

## Options One Day Toric

A daily disposable soft toric contact lens, employing a revolutionary approach to astigmatic correction, resulting in comfort and stability:

- Excellent lens stability utilising the wide ballast band
- Reduced lens lid interaction
- Reduced chair time

## Options Premier

A premium monthly spherical silicone hydrogel disposable lens utilising the AQUAFORM™ material for flexible overnight wear up to 29 nights;

- Low modulus for a more comfortable wearing experience
- Optimised back-surface design to provide optimum fit for more wearers
- Patented round-edge design to reduce conjunctival interaction
- Lower incidence of SEAL over a six-month period than other surface-treated silicone hydrogel lenses<sup>2</sup>

### Specification

Material	comfilcon A
Water content	48%
Base curve	8.6mm
Power range	+6.00 to -6.00DS (0.25 steps) -6.50 to -12.00DS (0.50 steps) +6.50 to +8.00DS (0.50 steps)
Centre thickness (@-3.00DS)	0.07mm
Dk	128
Dk/t (@-3.00DS)	160
Pack size	3 pack
Trial lens	Available as a single blister in all parameters

## Options Comfort+

A monthly disposable spherical lens utilising the unique PC Technology<sup>1</sup>:

- Superior resistance to lens dehydration compared with other mid to high-water disposable lenses<sup>2</sup>
- Sustained oxygen transmissibility over the whole day<sup>2</sup>
- Maintained wearing comfort throughout the day<sup>3</sup>
- Minimal protein and lipid deposition<sup>4</sup>

### Specification

Material	ocufilcon D
Water content	55%
Base curve	8.70mm
Power range	+5.00 to -6.00 (0.25DS steps) +5.50 to +6.00 (0.50DS steps) -6.50 to -9.00 (0.50DS steps)
Centre thickness	0.11mm
Cylinder	-0.75, -1.25, -1.75, -2.25
Axis	10° to 180° (10° steps)
Dk	19
Dk/t (@3.00DS)	17
Pack size	3 and 6 pack
Trial lens	Available as single blister in all parameters

### Specification

Material	omafilcon A
Water content	62%
Base curve	8.60mm
Power range	±6.00 (0.25DS steps) (+0.25DS not available) ±6.50 to ±20.00 (0.50DS steps)
Centre thickness	0.065mm
Dk	27
Dk/t (@3.00DS)	42
Pack size	3 pack
Trial lens	Available as single blister in all parameters

## Options Toric

Disposable toric soft contact lens with a patented design to provide greater stability and exceptional comfort:

- Unique horizontal ISO thickness
- Smooth continuous surface
- Constant ramp angle
- Wide consistent ballast band
- Excellent lens stability utilising the wide ballast band
- Reduces lid lens interaction
- Reduced chair time

## Options UV

The Options UV monthly spherical lens is manufactured with a 58% water content material incorporating a UV inhibitor and advanced lens design resulting in:

- Excellent comfort and handling
- Fantastic 'entry level' lens for your price-conscious patients
- Increased oxygen transmissibility compared to a 55% water lens
- Added eye protection in increased UV environments

### Specification

Material	methafilcon A with UV inhibitor
Water content	58% (labelled as 55%)
Base curve	8.6mm minus, 8.8mm plus (labelled as 8.7mm)
Power range	+8.00 to -8.00 (0.25DS steps) +8.50 to -10.00 (0.50DS steps)
Centre thickness	0.07mm
Dk	22
Dk/t (@3.00DS)	31
Pack size	3 pack
Trial lens	Available as single blister in all parameters

## Options MULTI™ Solution

- Includes lubricant and protein removal
- Great customer-friendly packaging
- 250ml customer-friendly bottle size, meaning one bottle equals one-month's solution
- Trial packs available



Options from CooperVision



**Talk to your CooperVision local  
Area Business Manager and discover your Options today!**

**For further information:  
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[www.coopervision.com](http://www.coopervision.com)**