



COOPERVISION PRESBYOPIA SOCIAL MEDIA POSTS

Suggested posts for Optometrist to tailor and use across their own social media channels

Facebook post	Suggested Image
<p>Stop the stretch. Do you have difficulty seeing objects close-up? Multifocal contact lenses from CooperVision provide clear vision at near, far and in-between. Ask us for more details. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>Over 40 and struggling to read the fine print? You're not alone. It is estimated that nearly 2 billion people struggle with presbyopia globally. But now there's a new contact lens available in Australia that is changing that issue. Contact us today to make an appointment. + Fricke TR, et al. Global Prevalence of Presbyopia and Vision Impairment from Uncorrected Presbyopia: Systematic Review, Meta-analysis, and Modelling. Ophthalmology. 2018 Oct;125(10):1492-1499. doi: 10.1016/j.ophtha.2018.04.013. Epub 2018 May 9. PMID: 29753495.</p>	
<p>Over 40 and want to read without glasses? Help win back the clear vision you used to enjoy with MyDay® multifocal contact lenses. Contact us today to make an appointment. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>You lead a busy, demanding life, so you can't afford for your presbyopia to hold you back. New MyDay® multifocal contact lenses help you experience clear vision at all distances – along with incredible comfort – so you can be at your best, all day long. Make an appointment today. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>As you get older, you've probably noticed that close-up objects are starting to appear blurry. This is a sign of presbyopia, a frustrating yet natural condition that affects most people as they enter their 40s. New MyDay® multifocal contact lenses can deliver what you need – so you can enjoy life the way you used to, without your presbyopia holding you back. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>Don't let presbyopia stop you from being at your best. MyDay® multifocal is a premium contact lens with the latest multifocal technology innovation, so you can enjoy high performance with the convenience of a 1-day contact lens. Make an appointment today. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>Win back clear vision at all distances! MyDay® multifocal contact lenses can help you see close-up and far away, like you used to. Make an appointment today. [REF: CooperVision data on file, 2020. Prospective, double-masked, bilateral, one-week dispensing study with MyDay® daily disposable multifocal; n=102 habitual multifocal contact lens wearers.] Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>As you get older, you've probably noticed that close-up objects are starting to appear blurry. This is a sign of presbyopia – a frustrating yet natural condition that affects most people as they enter their 40s. Whether you're just starting to develop presbyopia or you've been experiencing it for years, you don't have to struggle. Ask us about <u>multifocal contact lenses – so you can enjoy life the way you used to.</u></p>	
<p>Enjoy the freedom of contact lenses, even as your eyes change – so you're always ready to take on every day with confidence. Contact us today to learn more about the premium vision performance and incredible comfort of MyDay® multifocal contact lenses. Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	
<p>Presbyopia is a frustrating yet natural condition that affects most people as they enter their 40s and impacts many aspects of quality of life, including difficulty with near vision tasks such as reading printed text, or using a smartphone. Help win back the clear vision you used to enjoy with MyDay® multifocal contact lenses. Contact us today to make an appointment. [REF: Wolffsohn JS, et al. Social Media Listening to Understand the Lived Experience of Presbyopia: Systematic Search and Content Analysis Study. J Med Internet Res 2020;22(9):e18306.] Always read the label. Use only as directed. Your optometrist will advise if this product is suitable for you.</p>	