

Miru

1 day UpSide

1day Silicone Hydrogel contact lenses with
Smart Touch™ technology

SM^{ART} TOUCH™



Technology in balance



Proud to introduce Miru 1 day UpSide

Miru 1 day UpSide, the 1st and only Silicone Hydrogel daily disposable with Smart Touch™ technology, an exciting new addition to the Miru family of lenses.

Why Miru 1 day UpSide with Smart Touch™?

Because we have listened to what is important to our contact lens wearers:¹
Healthy clean lenses • Hassle free handling
Active Compliance™ - An innovative new packaging promoting compliance.

A refreshing new approach

We created a new highly breathable ultra low modulus material and combined it with innovative packaging, designed to reduce contamination such as fibres, foreign bodies or harmful contaminants introduced when handling lenses.

A unique new product

Miru 1 day UpSide with Smart Touch™ technology. A daily disposable with a unique combination of oxygen, water content and modulus.

Hassle free handling

SMART TOUCH™
Be Smart from today

- Lenses are always the right way up and ready to wear.
- The unique lens design is tailored for this low modulus material for good shape retention and easier handling.

80%
of wearers say they would like easier handling²

91%
of Smart Touch™ wearers agree that the lens being the correct way up is an advantage³

92%
of Multifocal lens wearers admit they have worn their lenses inside out⁴



^{1,2}Menicon data on file 2017 online patient experience survey, n=300 current daily disposable wearers.

^{3,4}Menicon data on file.

Technology in balance



Health



Vision



Comfort



Convenience

Miru 1 day UpSide with Smart Touch™ technology, the ultra low modulus Silicone Hydrogel daily disposable contact lens.

Material and surface technologies

MeniSilk™ Air

A new generation ultra low modulus, Silicone Hydrogel material balanced for health and comfort.

- High oxygen performance
- Ultra low modulus
- Balanced water content
- Excellent hydration

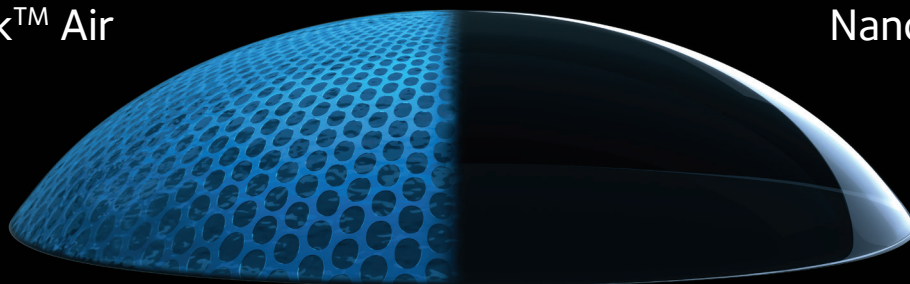
NanoGloss™ Pro

A super smooth surface designed specifically to enhance comfort of this ultra low modulus material.

- Nanometer precision
- Low friction surface
- Highly wettable

All the health benefits of a Silicone Hydrogel with the comfort of a Hydrogel.

MeniSilk™ Air



NanoGloss™ Pro

SMART TOUCH™

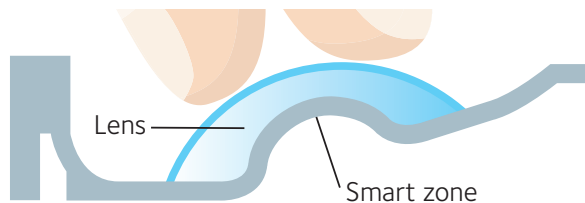
Unique packaging for hygienic lens handling

The unique packaging allows the inner surface of the lens to remain uncontaminated up to the point of application. The wearer only touches the outer surface of the lens.

The benefits of Smart Touch™ vs Conventional packaging

Smart Touch™

The unique smart zone in the case ensures the inner lens surface faces downwards so the lens can be removed and inserted without touching the inner surface.



Conventional packaging

In conventional packaging the inner lens surface faces upwards and cannot be removed without touching the inner surface with greater potential for contamination.



4 simple steps to Smart Touch™ handling



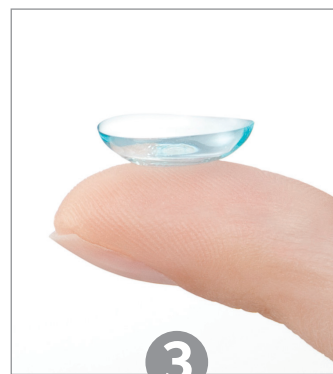
1 Open

by peeling back the foil on the lens case.



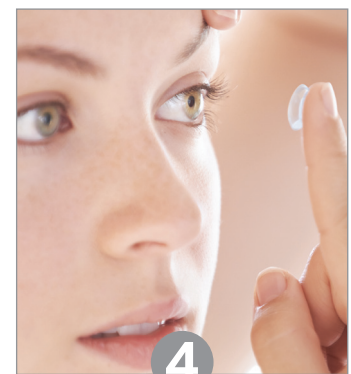
2 Pinch

the lens between your thumb and index finger.



3 Position

the lens on your index finger, it's the right way up and ready to wear.



4 Apply

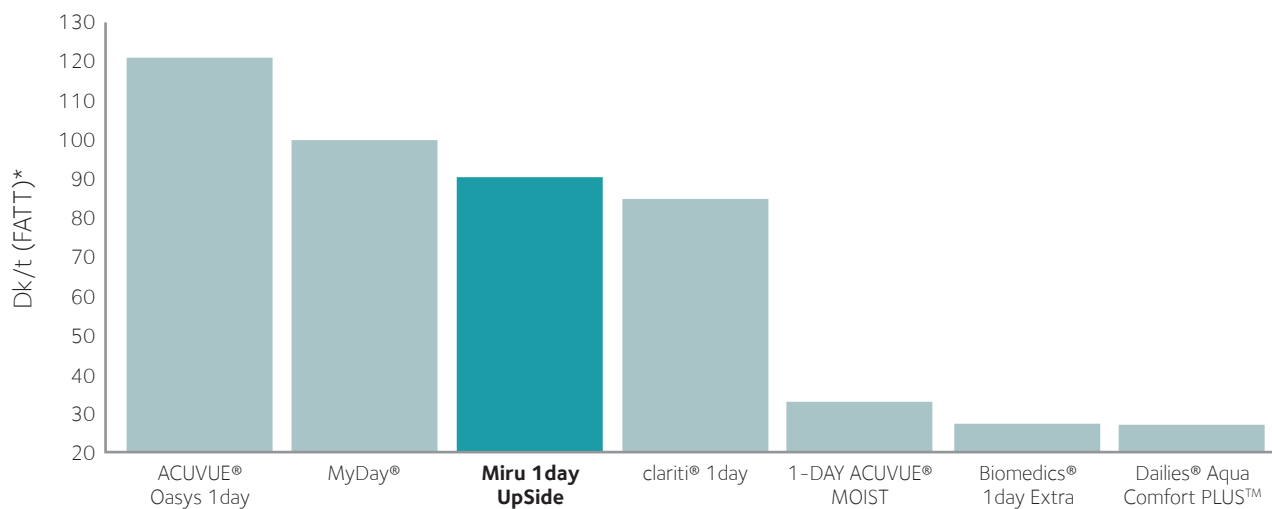
the lens to your eye.



Balanced material for health and protection

Breathable

Eyes that can breathe are healthier, whiter and allow worry-free wear from morning until night.^{1,2,3}

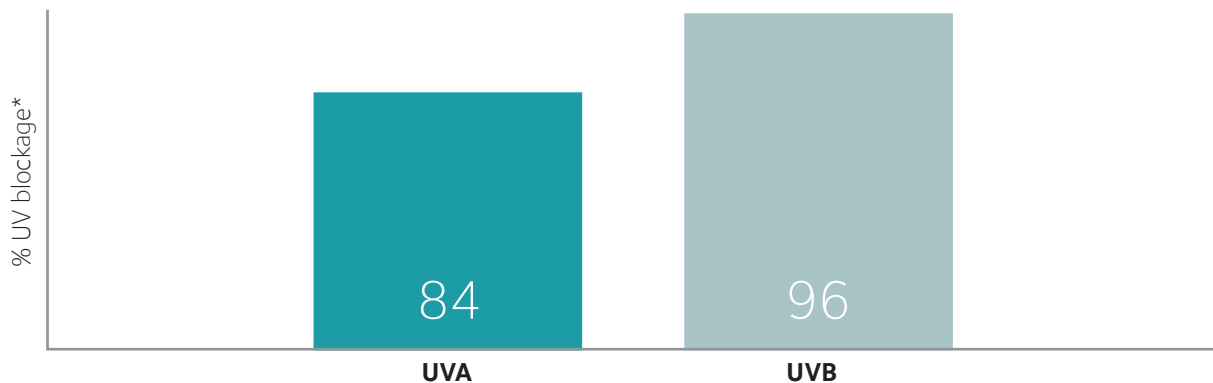


*Dk/t (FATT) @ -3.00D calculated from the ACLM year book, 2020

Protective

Just as our skin needs sun protection so do our eyes.

Built-in protection from harmful UV.⁴



Miru 1day UpSide has class 2 UV filter for protection all year round.

*@ -3.00D Menicon data on file

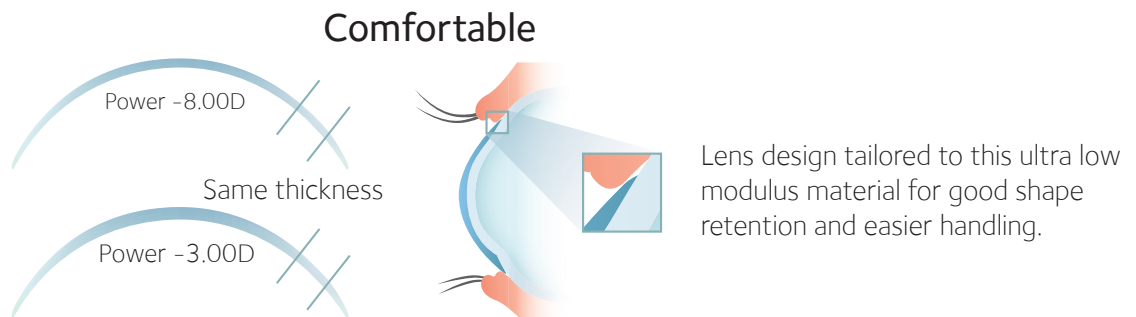


¹Brennan NA, Morgan PB. Reader's Forum: Another view of oxygen transmission. Cont Lens Spectrum. Published December 1, 2005.
²Brennan N, Morgan P. Clinical highs and lows of Dk/t Pt 1. Optician 2009.
³Maldonado-Codina C, Morgan PB, Schneider CM, Efron N. Short-term physiologic response in neophyte subjects fitted with hydrogel and silicone hydrogel contact lenses. Optom Vis Sci. 2004 Dec;81(12):911-21.

⁴Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, and should be worn in combination with UV-absorbing sunglasses or goggles as directed.

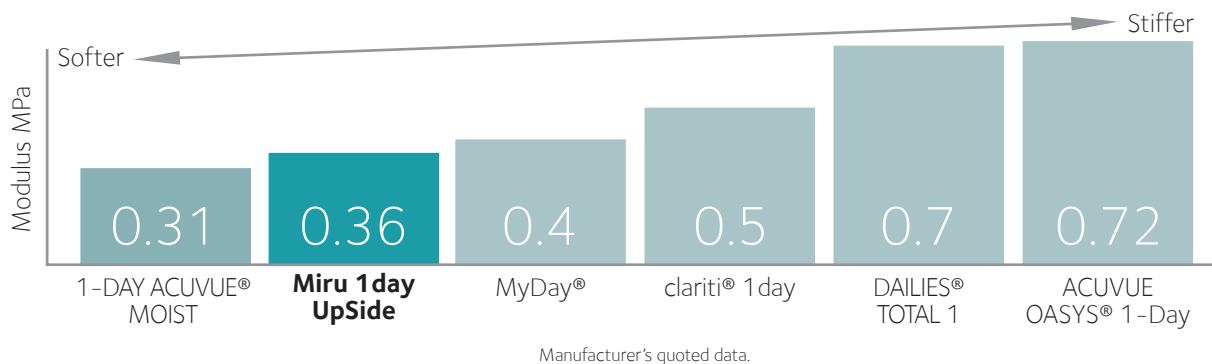


Balancing design and material for optimal comfort

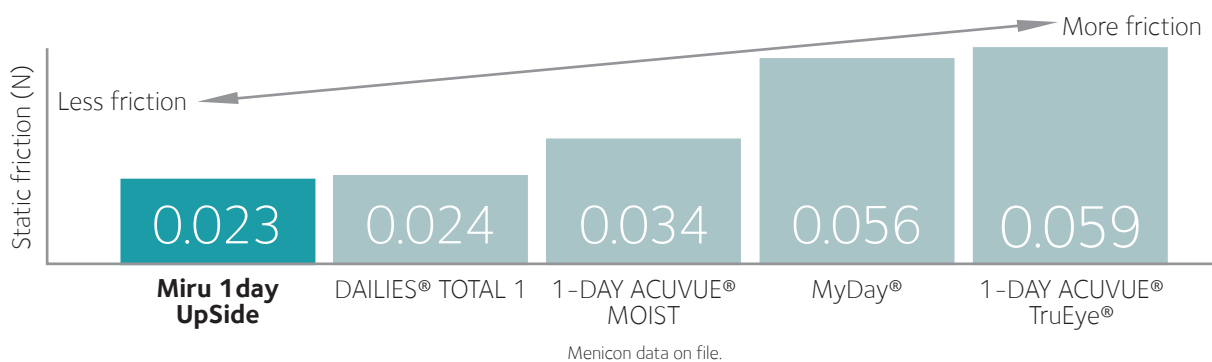


A unique edge profile whatever the power, the edge thickness remains the same, eliminating comfort differences between eyes.

Soft
Ultra low modulus combining the softness of Hydrogel and handling of Silicone.



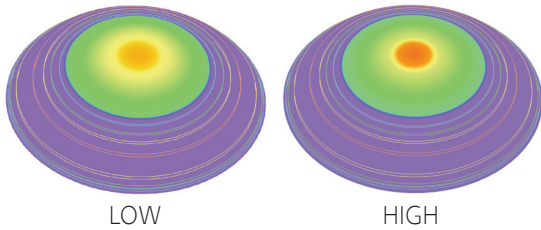
Smooth
Nanometer precision low friction surface designed for a comfortable day.





Miru 1 day UpSide multifocal has high 1st time fitting success of **95%** and **100%** within 2 lenses¹

Miru 1 day UpSide multifocal



Neuro Adaptive™ Design Centre near vision

Easy adaption with natural smooth transitions through near, intermediate and far viewing.

Successful fitting with Miru 1 day UpSide multifocal

Miru 1 day UpSide multifocal has been specifically designed to make multifocal fitting easier.

- Maximise the plus sphere powers during distance vision refraction
- Account for vertex distance (>+/-4D) and mean spherical equivalent for astigmatism up to 1D
- Determine dominant eye
- Select the initial add. Extra distance plus power should be offered using real vision assessments as first choice and is often well accepted.



Contact lens fitting has never been simpler with our new online Calculators:

multifocal.meniconcalculator.com
toric.meniconcalculator.com

Initial lens selection	Distance vision enhancements	Near vision enhancements
Add +0.75D to +1.25D 	Refine distance power 	Increase plus power
Add +1.50D to +1.75D 	Refine distance power 	Switch to HIGH
Add +2.00D and above 	Refine distance power 	Increase plus power

General tip:
Always push the plus giving the least reading Add needed. For enhancements use full aperture trial lenses increasing the power as needed. Binocular adjustments are also possible.

*Remove extra +0.50D from initial lens selection

Miru 1 day UpSide with Smart Touch™ technology

SMART TOUCH™



A unique Silicone Hydrogel daily disposable delivering on health, hygiene, comfort and convenience.

Product Specifications

Characteristics	Material		Midafilcon A
	Water Content		56%
	Dk/t@-3.00D		$91 \times 10^{-9} (\text{cm/sec}) \cdot (\text{mLO}_2 / (\text{mL} \times \text{mmHg}))$
	Modulus		0.36 MPa
	Centre Thickness		0.07mm @ -3.00D
	Handling Tint		Blue
	UV		Class 2
Parameters	Base Curve		8.40mm
	Diameter		14.2mm
	Power Range	Sphere	+6.00D to +0.25D (-0.25D steps) -0.25D to -6.00D (-0.25D steps) -6.50D to -13.00D (-0.50D steps)
		Multifocal	+5.00D to -6.00D (-0.25D steps) -6.50D to -10.00D (-0.50D steps) Addition: LOW and HIGH
Wear		Daily disposable	
Packaging		30 lens pack - 5 lens pack for trial	