

# Miru

## 1 day UpSide

1 day silicone hydrogel contact lenses with  
Smart Touch™ technology



SMART TOUCH™



# Technology in balance



## Health

Breathable lenses for healthy, worry-free wear from morning until night.



## Comfort

Super soft, low modulus lenses designed for a comfortable day.



## Convenience

More speed, less stress! No wasted time checking if the lenses are inside out.



## Hygiene

Designed to reduce contamination introduced when handling the lenses.

## Material and surface technologies

### MeniSilk™ Air

A new generation of silicone hydrogel material balanced for health and comfort.

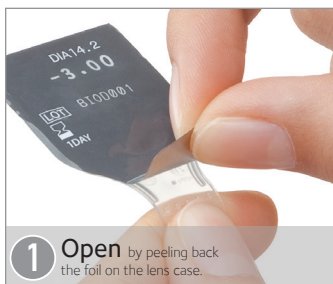
- High oxygen performance
- Balanced water content
- Excellent hydration

### NanoGloss™ Pro

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

- Nanometer precision
- Low friction surface
- Highly wettable

## 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.

# SMART TOUCH™

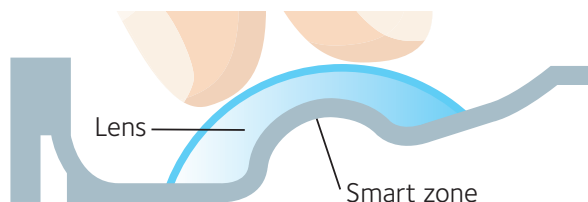
## Unique packaging for hygienic lens handling

The Smart Touch™ packaging allows the wearer to only touch the outer surface of the lens, reducing the chance of inner surface contamination up to the point of application.

### The benefits of Smart Touch™ vs conventional packaging

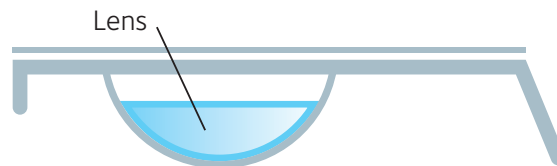
#### Smart Touch™

The distinctive 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 which leads to greater potential for contamination.



### Hassle free handling

**80%**

of wearers say they would like easier handling<sup>1</sup>

**91%**

of Smart Touch™ wearers agree that the lens being the correct way up is an advantage<sup>2</sup>

**92%**

of Multifocal lens wearers admit they have worn their lenses inside out<sup>3</sup>

<sup>1</sup>Menicon data on file 2017 online patient experience survey, n=300 current daily disposable wearers.

<sup>2,3</sup>Menicon data on file.

# Miru


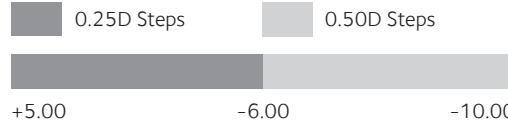
1day UpSide

## Product Specifications

Sphere

Multifocal

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
	Center Thickness	0.07mm @ -3.00D
	Handling Tint	Blue
	UV	Class 2

Parameters	Diameter	14.20mm	
	Base Curve	8.40mm	
	Power Range	+6.00D to -13.00D	+5.00D to -10.00D
			
		+6.00                      -6.00                      -13.00	+5.00                      -6.00                      -10.00
	Addition	LOW(+1.00), HIGH(+2.00)	

Wear		Daily disposable
------	--	------------------

Packaging		30 packs, 90 packs
-----------	--	--------------------



**70<sup>th</sup>**  
anniversary  
1951-2021



[www.meniconamerica.com](http://www.meniconamerica.com)