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/// EUROPEAN LENSES & TECHNOLOGY ///



Cleaning Products

FEDON
Safe&Go

With lifestyles in continuous evolution, and growing attention on personal hygiene and sanitisation, Italian company FEDON has signed an important partnership for the eyewear sector with Colors, a company which develops innovative technology and distributes worldwide, for the development of an antimicrobial sanitising spray with ViralOff® technology, a substance developed for the treatment of fabrics and which demonstrates an anti viral and antibacterial effect with 99% reduction in two hours.

After the first lockdown, the company proposed a series of kits and products in the Safe&Go range which makes it possible to continue normal activities with increased safety; the company has now added a new antimicrobial spray suitable for lenses and screens.

fedongroup.com

Contact Lenses

COOPERVISION

Biofinity® toric multifocal launch

CooperVision UK has announced an April 2021 launch of Biofinity® toric multifocal contact lenses to help eye care professionals keep wearers that are astigmatic in contact lenses as they become presbyopic. The product combines the comfort and proven optical designs of CooperVision's Biofinity® toric and Biofinity® multifocal to provide patients with both the astigmatism and presbyopia vision correction they deserve.

"Biofinity® toric multifocal extends the reliable performance of our Biofinity® toric lenses to presbyopic patients," said Krupa Patel, Head of Professional Services UK. "Practitioners throughout the UK and Ireland will soon have an easy-to-fit, familiar lens design they can count on to help keep toric wearers satisfied in



contact lenses as they age into presbyopia. With a 93% success rate on initial fitting and more than 200,000 unique prescription options,² Biofinity® toric multifocal will soon be a valuable tool for addressing patients' evolving vision needs."

The lenses recently received CE marking in Europe and approval from the U.S. Food and Drug Administration (FDA). Lens parameters and other details regarding Biofinity® toric multifocal will be made public in the coming months.

coopervision.com