



Miru

1 day UpSide

1day Silicone Hydrogel contact lenses with
Smart Touch™ technology



SMÂRT 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.

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

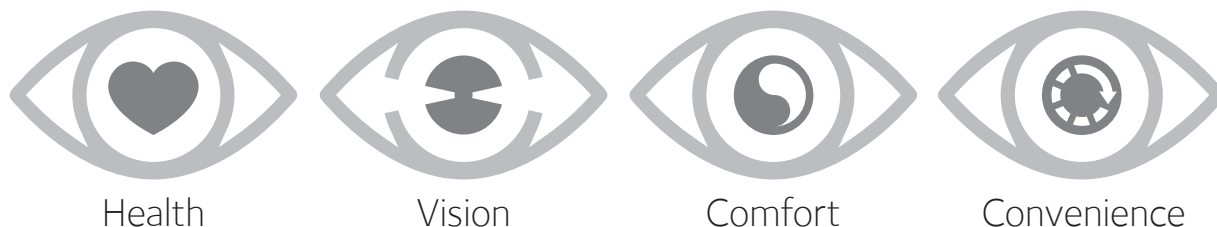


^{1,2}Menicon data on file 2017 online patient experience survey, n=300 current daily disposable wearers.

^{3,4}Menicon data on file.

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Miru 1day 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

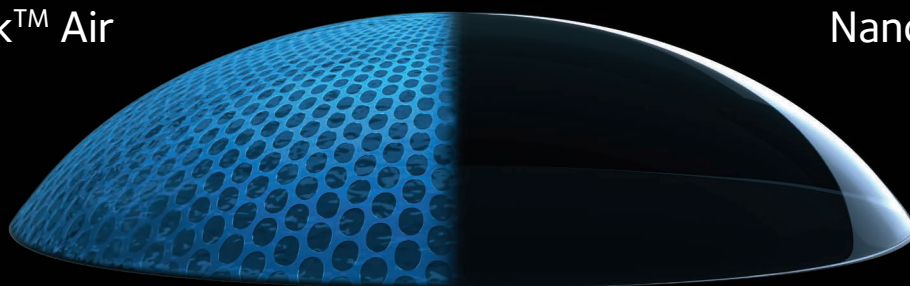
A super smooth surface designed specifically to enhance comfort of this ultra low modulus material.

- 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™

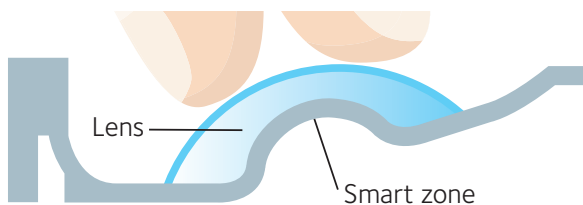
Unique packaging for hygienic lens handling

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.

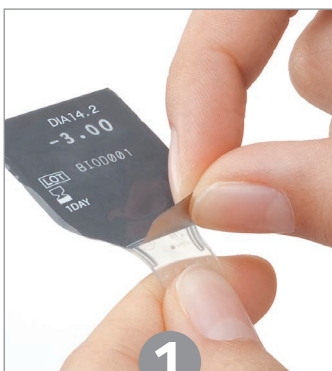


Conventional packaging

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



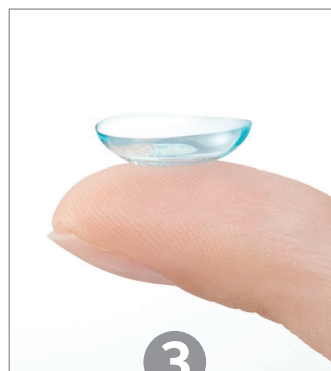
1 Open

by peeling back the foil on the lens case.



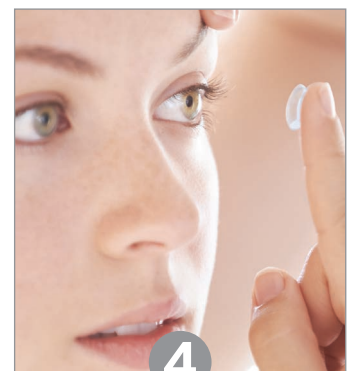
2 Pinch

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

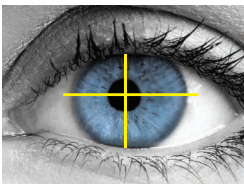
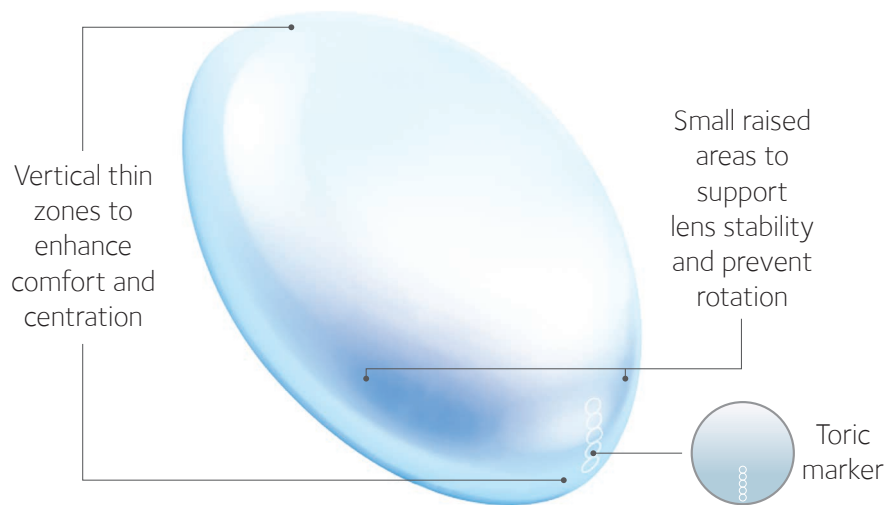
the lens to your eye.



Miru 1 day UpSide toric

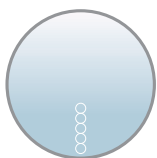
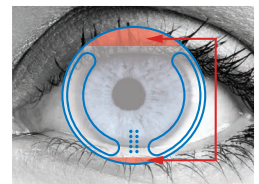
Enhanced Visiostable design™

The sophisticated design respects the natural eye shape to enhance visual stability and comfort.



Anatomical profile

The unique asymmetric vertical thin zones matches the eyelids' natural asymmetric coverage of the cornea harnessing the natural lid force, optimising centration and preventing rotation.



The Smart Fit concept naturally orientates the lens on eye no matter which way it is applied.



Toric contact lens selection is even simpler when using the Menicon toric Calculator:

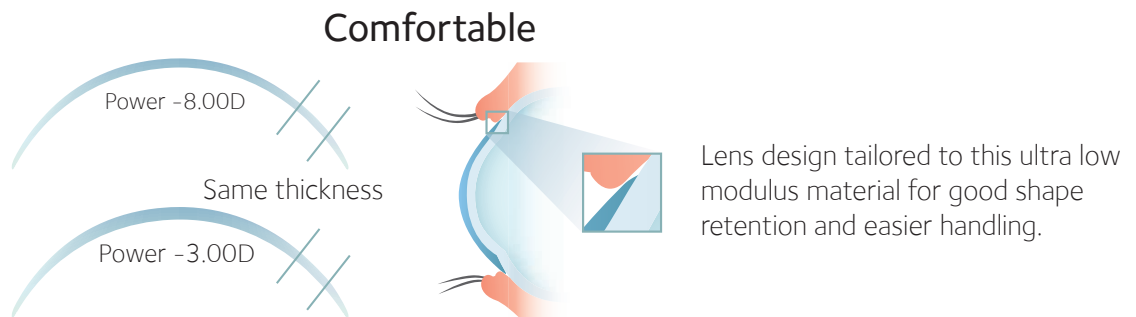
toric.meniconcalculator.com

Benefits of the sophisticated design

A lens designed to work with your eyes for clear and comfortable vision so you can get on with your life.

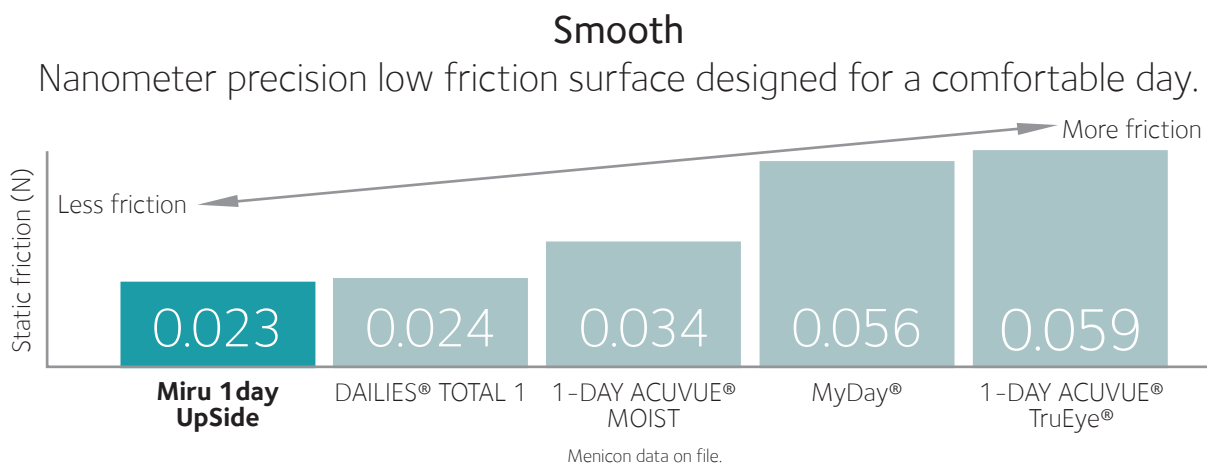
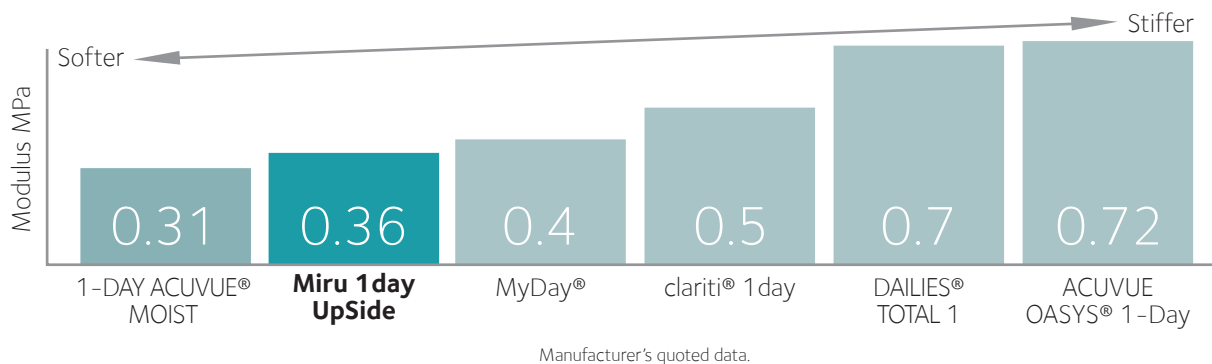


Balancing design and material for optimal comfort



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

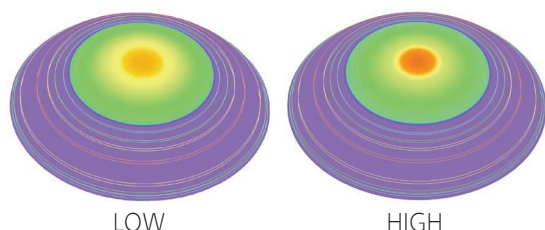
Soft
Ultra low modulus combining the softness of Hydrogel and handling of Silicone.





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

Miru 1day UpSide multifocal



Neuro Adaptive™ Design Centre near vision

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

Successful fitting with Miru 1day UpSide multifocal

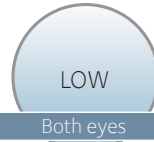
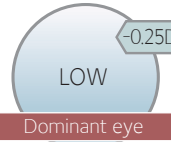
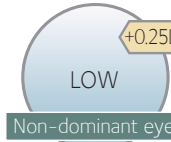
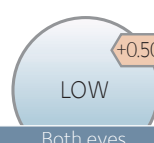
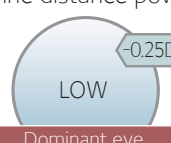
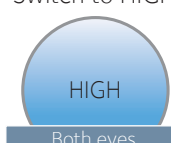

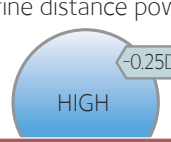
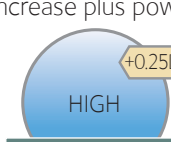
Miru 1day UpSide multifocal has been specifically designed to make multifocal fitting easier.

- 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 online Calculator:

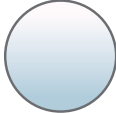
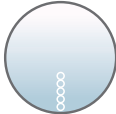
multifocal.meniconcalculator.com

Initial lens selection	Distance vision enhancements	Near vision enhancements
Add +0.75D to +1.25D  LOW Both eyes	Refine distance power  LOW Dominant eye	Increase plus power  LOW Non-dominant eye
Add +1.50D to +1.75D  LOW Both eyes	Refine distance power  LOW Dominant eye	Switch to HIGH  HIGH Both eyes
Add +2.00D and above  HIGH Both eyes	Refine distance power  HIGH Dominant eye	Increase plus power  HIGH Non-dominant eye

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

Product Specifications

Characteristics	Material	Sphere, Toric and Multifocal	Midafilcon A
	Water content	Sphere, Toric and Multifocal	56%
	Handling tint	Sphere, Toric and Multifocal	Blue
	Dk/t@-3.00D	Sphere and Multifocal Toric	$91 \times 10^{-9} (\text{cm/sec}) \cdot (\text{mLO}_2 / (\text{mL} \times \text{mmHg}))$ $80 \times 10^{-9} (\text{cm/sec}) \cdot (\text{mLO}_2 / (\text{mL} \times \text{mmHg}))$
	Modulus	Sphere, Toric and Multifocal	0.36 MPa
	Centre Thickness	Sphere and Multifocal Toric	0.07mm 0.08mm
	Manufacturing	Sphere, Toric and Multifocal	Cast moulding
	UV	Sphere, Toric and Multifocal	Class 2
Parameters	Base curve	Sphere, Toric and Multifocal	8.4mm
	Diameter	Sphere, Toric and Multifocal	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)
		Toric	+0.00D to -6.00D (0.25D steps) -6.50D to -10.00D (0.50D steps)
		Multifocal	+5.00D to -6.00D (-0.25D steps) -6.50D to -10.00D (-0.50D steps) Addition: LOW and HIGH
	Cylinder	Toric	-0.75D, -1.25D, -1.75D
	Axis	Toric	10, 20, 90, 160, 170, 180 degrees
Lens marking		Sphere and Multifocal	
		Toric	
Wear schedule	Modality	Sphere, Toric and Multifocal	Daily wear
Packaging		Sphere, Toric and Multifocal	30 lens pack - 5 lens pack for trial

