MDMF Emails

10.25.21

**Email #1: Change Everything By Changing Nothing + Box Shot**

*Subject Line:*

Having trouble seeing close up?

*Body Headline:*

You can change everything by changing nothing, with an intuitive new contact lens

*Body:*

It happens to almost everyone at some point: You go to read a text on your phone and the type is fuzzy. You blink, you squint and you bring your phone a bit closer, but you’re still not seeing like you used to.

Your eye care professional hears about this problem every day. But today, they have a game changing way to fix it: new MyDay® daily disposable multifocal lenses.

MyDay® multifocal lenses let you change everything by changing nothing. All you have to do is update your prescription and you’ll be able to stay in contacts and see clearly at any distance1. They are an easy, comfortable lens that can help you see close up2 without having to constantly keep track of a pair of reading glasses.

Difficulty seeing close up isn’t a problem that resolves itself. If you’re having trouble, contact your eye care professional and try a pair of MyDay® multifocal contact lenses. You’ll see a difference you won’t have to squint at.

*CTA:*

Contact us today

*Footer:*

Job #11927

*References:*

1 CVI data on file 2020. Prospective, double-masked, bilateral, one-week dispensing study with MyDay® multifocal; n=104 habitual MFCL wearers.

2 CVI data on file 2021. Observational in-practice assessment with MyDay® multifocal in US with 48 ECPs and 367 wearers.