MDMF Emails

10.25.21

**Email #2: Benefit Focus**

*Subject Line:*

Get Reading Glasses Without The Glasses

*Body Headline:*

If you’re struggling to see close up, there’s a brand new, innovative contact lens that can help

*Body:*

Every day people come to our office and tell us that they’re struggling to read things that they used to read without thinking twice. The answer used to be the bifocal reading glasses, the kind that have been around forever. But not anymore.

Your eye care professional now has MyDay® daily disposable multifocal contact lenses.

MyDay® multifocal lenses offer:

* **Unsurpassed vision** at any distance1.
* **A simpler experience.** With MyDay® multifocal lenses you don’t have to keep track of a pair of reading glasses all day. You’re good to go.
* **Total comfort2.** MyDay® multifocal lenses are made with Aquaform® Technology, which locks moisture into the lens.

You don’t have to keep squinting. And you don’t have to fumble with reading glasses. Reach out today to learn about how MyDay® multifocal lenses could make your life simpler.

*CTA:*

Contact us today

*Footer:*

Job #11927

*References:*

1 CVI data on file, 2021. Prospective, subject-masked, randomized, bilateral, two-week cross-over dispensing study at 5 US sites with MyDay® daily disposable multifocal and DAILIES TOTAL1® Multifocal; n=58 habitual multifocal contact lens wearers.

2 CVI data on file 2021. Observational in-practice assessment with MyDay® multifocal in US with 48 ECPs and 372 wearers.