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Menicon Co., Ltd.

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Notice of launch of “Miru 1month Menicon multifocal toric” to European Market

Menicon Co., Ltd. is delighted to announce the launch of “Miru 1month Menicon multifocal toric”, a silicon-hydrogel monthly disposable contact lens designed for individuals experiencing both presbyopia and astigmatism, in the European market starting October 2024. This latest addition ensures a full spectrum of vision correction solutions, including spherical, toric, multifocal, and now multifocal toric lenses.

For details, please refer to the followings.

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News Release

September 30th, 2024

Menicon Launches Miru 1month Menicon multifocal toric to European Market

Menicon Co., Ltd. (Headquarters: 21-19, Aoi 3, Naka-ku, Nagoya, Japan; President and COO: Koji Kawaura) is delighted to announce the European launch of 'Miru 1month Menicon multifocal toric', a revolutionary monthly disposable contact lens designed for individuals experiencing both presbyopia and astigmatism.



Since introducing the Miru 1month product line to international markets in 2012, Menicon has continuously expanded its innovative range. This latest addition ensures a full spectrum of vision correction solutions, including spherical, toric, multifocal, and now multifocal toric lenses.

The demand for advanced vision solutions has never been greater. A 2021 survey across seven Western countries involving 1,540 contact lens users over 40 years old highlighted an eye-opening reality: nearly half were aware of their presbyopia but continued to use non-presbyopic lenses¹. Furthermore, one-third were unaware that lenses specifically designed for presbyopia even existed. Recent studies further reveal that 55% of individuals experience astigmatic changes around the age of 44².

These statistics underscore the significant vision challenges faced by people aged 40+, a demographic juggling demanding professional and personal lives – a prime time in life when you should be enjoying sports, driving, dinners and parties in comfort and with clarity.

Multifocal toric contact lenses can help people maintain an active and fulfilling lifestyle. By offering a solution tailored for both presbyopia and astigmatism, we're empowering people to reclaim their vision and fully embrace life's adventures.

The 'Miru 1month Menicon multifocal toric' lenses are engineered with cutting-edge technology to meet these needs:

1. Progressive Visiostable Design™ for transition and stability

Our lenses ensure natural, smooth transitions between near, intermediate, and far distances, making them ideal for presbyopic wearers who have difficulty seeing close up. What's more, the advanced ballast design guarantees immediate stability on the eye without needing to check guide marks.

2. MeniSilk™ and NanoGloss™ for exceptional eye health

MeniSilk™ technology offers unparalleled oxygen transmission, one of the highest among commercially available disposable lenses. Meanwhile, NanoGloss™ precision surface treatment prevents the absorption of cosmetic oils and gels, ensuring clean, comfortable, and healthy lens wear.

Experience the freedom and clarity of vision with 'Miru 1month Menicon multifocal toric' lenses. Visit our [product page](#) for detailed specifications and embrace a clearer, more fulfilling life today.

Product page

<https://www.menicon.com/product/contact-lenses/view/miru-1month-multifocal-toric>

References

1 Menicon data on file, 2021

2 Beesley J, and Elliott DB. Changes in ocular astigmatism with age: A longitudinal study. Ophthalmic Physiol Opt. 44(1):71-77, 2024