

February 1, 2023

Menicon Co., Ltd.

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Multifocal Colored Contact Lens “2WEEK Menicon Rei multifocal”
Launch in Japan

Menicon Co., Ltd. (Menicon) hereby announces that Menicon launches a 2weeks replacement multifocal colored contact lens, “2WEEK Menicon Rei multifocal” in Japan on February 1, 2023. 2WEEK Menicon Rei multifocal will be released sequentially at the MELS Plan member shops throughout Japan.

For details, please refer to the followings.

End

News Release

February 1, 2023

Newly launched multifocal colored contact lens 2WEEK Menicon Rei multifocal realizes natural vision from near to distance

販売名：2WEEKメニコン Rei 承認番号：22600BZX00057000 1箱6枚入り

Menicon Co., Ltd. (head office: 3-21-19, Aoi, Naka-ku, Nagoya-shi; President and CEO: Hidenari Tanaka) will launch 2WEEK Menicon Rei multifocal, a 2weeks replacement multifocal colored contact lens in Japan on February 1, 2023.

2WEEK Menicon Rei is a series of contact lenses with an ultra-fine flower dot design that naturally blends with eye colors. 2WEEK Menicon Rei for myopia was released in 2014 and 2WEEK Menicon Rei toric for astigmatism in 2015, both of which have been well received.

With the expansion of the colored contact lens market in recent years, the age groups of users have broadened with increased needs to “continue using colored contact lenses even after a change in vision with aging.”

2WEEK Menicon Rei multifocal adopts the “progressive design” that realizes natural vision from near to distance. Like 2WEEK Menicon Rei, it features 2 colors of “Nudy Brown” and “Mild Black,” enabling users to enjoy eye fashion with their favorite color while supporting their visual performance.

2WEEK Menicon Rei is the first colored contact lens made in Japan, manufactured in a domestic facility.

The newly released multifocal type is also available through the MELS PLAN service, which is easily accessible at fixed monthly payments.

Menicon will continue to propose a new “vision” through the provision of products and services that meet the lifestyles and needs of individual users.

1. Lens color variations Nudy Brown/Mild Black



Nudy Brown
ヌーディ ブラウン



Mild Black
マイルド ブラック

2. Product features

(1) Progressive design to realize natural vision from near to distance

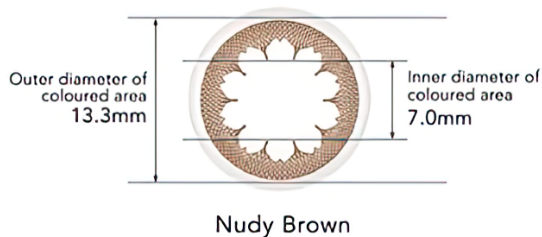
Designed with three different zones (Near vision zone, Intermediate zone, Distance vision zone) in a balanced manner, the lens provides natural vision from near to distance.

* Visual performance varies among individuals.

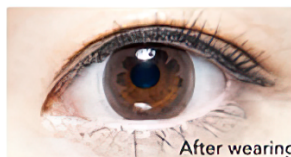
(2) Ultra-fine flower dot design that naturally blends with eye color

The lens bears a flower pattern on it. Actually, this flower design is the secret to a natural look when wearing the lens. Contoured in the shape of a flower petal, the fine-grain “flower dots” blend in with the color of the iris to create a seamless look around the lens periphery.

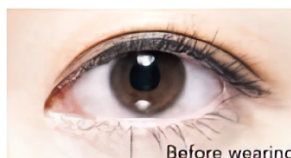
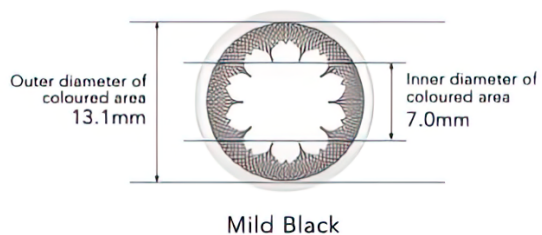
(3) Just the right outer diameter of the coloured area that creates a soft, doe-eyed effect



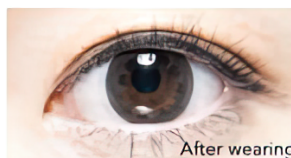
Before wearing



After wearing



Before wearing



After wearing

(4) Covering film to keep color pigments from directly contacting the eye

A covering film firmly prevents pigments from directly contacting the eye.

(5) Stain-resistant non-ionic material

Made of a non-ionic material that is highly resistant to protein deposits, the lens can be used comfortably over a two-week period.

* Wearing sensation varies among individuals.

3. Product overview

Brand name	2WEEK Menicon Rei
Quantity	6 pieces/box
Water content	72%
Contact lens material classification	Group II
Base curve (mm)	8.6
Diameter (mm)	14.5
Spherical diopter power (D)	± 0.00 to -6.00 (0.25D steps), -6.50 to -10.00 (0.50D steps)
Add power (D)	+ 1.00

4. Sales/promotion

2WEEK Menicon Rei multifocal will be released sequentially at the MELS Plan member shops throughout Japan.

In addition, in line with the product launch, the product package and visual image of 2WEEK Menicon Rei will be renewed from February 1, 2023.

Commemorating the new product release, campaign for the Rei series will be implemented from February 1, 2023 to May 31, 2023.

End