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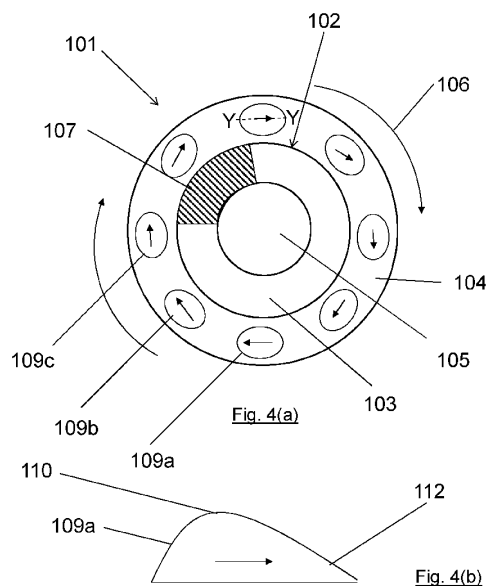
(71) Applicant: **COOPERVISION INTERNATIONAL LIMITED** [GB/GB]; Delta Park, Concorde Way, Se-
gensworth North, Fareham PO15 5RL (GB).

(72) Inventors: **ARUMUGAM, Baskar**; c/o CooperVision, Inc, 5870 Stoneridge Drive, Suite 1, Pleasanton, California 94588 (US). **BRADLEY, Arthur**; c/o CooperVision, Inc, 5870 Stoneridge Drive, Suite 1, Pleasanton, California 94588 (US). **WEBBER, Martin**; c/o CooperVision International Limited, 36 School Lane, Chandlers Ford Industrial Estate, Eastleigh Hampshire SO53 4LY (GB). **CHAMBERLAIN, Paul**; c/o CooperVision, Inc, 5870 Stoneridge Drive, Suite 1, Pleasanton, California 94588 (US).

(74) Agent: **ABEL & IMRAY LLP**; Westpoint Building, James Street West, Bath Bath and North East Somerset BA1 2DA (GB).

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(54) Title: METHODS OF INCREASED CONTACT LENS ROTATION



(57) Abstract: A contact lens (101) for use in preventing or slowing the development or progression of myopia, and methods of manufacturing and using such a lens (101). The optic zone (102) of the lens comprises a central region (105) having a curvature providing a base power. The optic zone (102) comprises an annular region (103) circumferentially surrounding the central region (105). The annular region (103) comprises a treatment zone (107) having a characteristic that reduces the contrast of an image of an object that is formed by light passing through the central region (105) and the treatment zone compared to an image of an object that would be formed by light passing through only the central region (105). The characteristic that causes the contrast reduction varies with meridian around the annular region (103). A peripheral zone (104) surrounding the annular region (103) has a constant thickness profile in every meridian or a variation in thickness configured to promote rotation of the lens (101).

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