

# Menicon America: Innovating Contact Lenses, Inspiring a Better World Through Sustainable Business



A conversation with James Gardner,  
President of Menicon America

Menicon was established in Japan in 1951 and has grown into a global leader in contact lens innovation and manufacturing. The fifth largest contact lens company in the world, Menicon has been built on a strong foundation of research and innovation, and a steadfast commitment to patient safety and sustainability.

## How has the Menicon vision evolved into a global enterprise over time?

What many people may not know is that Menicon's story began nearly 75 years ago with its founder, Kyoichi Tanaka, an optical shop worker whose fascination with contact lenses inspired him to make the first corneal contact lens in Japan. Since then, Menicon has stayed true to its company philosophies of "Creation" "Originality" and "Challenge" and has led the industry as a pioneer contact lens company.

Today, under its company vision of "Contributing to society by providing superior visual correction," Menicon remains true to this spirit. As Japan's largest contact lens manufacturer, represented in more than 80 countries, Menicon is one of few companies worldwide dedicated to every aspect of the contact lens industry—from material development and lens design to manufacturing and care solutions.

"From the start, Menicon's legacy has been defined by bold challenges, innovation and the creation of new value from nothing." – James Gardner

## Can you discuss Menicon's corporate focus on sustainability?

Sustainability is at the heart of Menicon's mission, guiding its approach to manufacturing, energy use, and community engagement. The company actively reduces greenhouse gas emissions, advances recycling initiatives, and supports regional revitalization.

For example, at its Japanese plants, Menicon adopted CO<sub>2</sub>-free Gifu Seiryu Green Electricity, cutting emissions by an estimated 9,300 tons annually.

Menicon continues to innovate with eco-friendly packaging and sustainable materials. The Miru 1day Menicon Flat Pack exemplifies this commitment, using 100% recycled plastic in packaging<sup>1</sup> and 80% less plastic compared to conventional blister packs.<sup>2</sup>

"By embedding sustainability into every innovation, Menicon demonstrates how a global medical device manufacturer can achieve growth while upholding environmental stewardship." – James Gardner

## Can you talk briefly about Menicon's offerings in the United States and how they are unique in the marketplace?

Menicon's U.S. portfolio is built around 3 core segments. First is our soft contact lens portfolio which creates a synergy of advanced materials with innovative designs, available in monthly and daily disposable products. A unique feature of all Menicon daily disposable contact lenses is their Smart Touch™ hygienic packaging, which ensures the lens is always presented the right side up. This reduces contamination risk and simplifies handling—one of the most common barriers to lens wear. In fact, 91% of wearers recognize the benefit of the lenses being correctly oriented upon opening the blister.<sup>3</sup>

Secondly, we provide a comprehensive range of care products tailored for RGP and specialty lens patients: LacriPure Saline Solution for rinsing and insertion of RGP and hybrid lenses; Unique pH™, a highly effective GP multipurpose solution; and PROGENT, a powerful deep cleaner for RGP lenses. And to complete the portfolio, we offer a variety of specialty contact lens products, like ROSE K and our Menicon Z gas permeable lens materials.

Rooted in Japanese craftsmanship and artistry, Menicon's product development reflects values of precision, respect for tradition and nature, and a commitment to harmony and simplicity.

The Miru 1day Menicon Flat Pack embodies this approach. As the only daily disposable lens with a slim, recyclable design and Smart Touch™ technology, it reduces environmental impact and simplifies the handling process for the patient.

## How is the company poised to meet patients' eyecare needs in 2026 and beyond?

Menicon is prepared to meet the next generation of patients' evolving eyecare needs through continued lens design and

material innovation, the expansion of its daily disposable lens production, and with the focus on sustainability into every innovation.

In the United States, Menicon sees a new era of opportunity. With a newly created, experienced leadership team, the company is committed to supporting independent optometrists by delivering high-performing products at competitive prices. Research confirms that profitability is vital for practices and affordability essential for patients, and Menicon addresses both while maintaining pricing integrity across all channels.

These efforts are resonating with eyecare professionals, as Menicon's plan continues to deliver positive results.

Menicon's strategy ensures it remains patient-focused, globally competitive, and environmentally responsible—a unique combination that positions the company for leadership in the eyecare marketplace well into 2026 and beyond.

## How is Menicon distinguishing itself in a crowded vision care landscape?

Menicon stands out through its unique blend of expertise and commitment to contact lenses and vision care, eco-conscious innovation, and a comprehensive portfolio that covers every aspect of the contact lens business. Inspired by Japanese craftsmanship, the company's approach reflects precision,

harmony, and respect for nature—values that continue to shape product design and innovation. Guided by its neo-original management philosophy, Menicon remains committed to originality while evolving to meet modern patient expectations.

**"By focusing on what matters most—product excellence, patient affordability and practice profitability—Menicon is committed to becoming a trusted partner in the U.S. market." – James Gardner**

A key differentiator is the Miru 1day Menicon Flat Pack, which offers a unique packaging and a significant reduction in waste by using 80% less plastic than conventional blister packs.<sup>2</sup>

By combining innovation, responsibility, and specialty expertise, Menicon has established itself as a trusted partner for both patients and eyecare professionals worldwide.

*James Gardner has 30 years contact lens industry experience in senior leadership and commercial roles, launching some of the market's best-known contact lens brands. He joined Menicon two years ago and is the President of Menicon America.*

<sup>1</sup> Menicon data on file.

<sup>2</sup> Menicon data on file, based on comparison vs traditional 1day product.

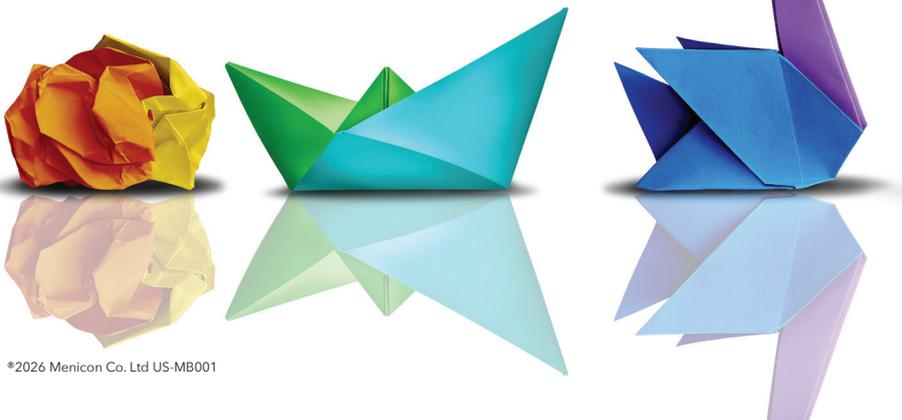
<sup>3</sup> Menicon data on file 2017 online patient experience survey, n=200 current daily disposable wearers.

# Intention *crafted* into every lens.



**At Menicon, we design our Miru disposable contact lenses to expand the world for those who wear them—bringing clarity, beauty, and joy to everyday life.**

Rooted in Japanese craftsmanship and artistry, Menicon's development of our daily and monthly contact lenses reflects values of precision, respect for tradition and nature, and a commitment to harmony and simplicity.



**Unfold the potential.  
Partner with Menicon.**

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