



Understanding myopia

A clear look at your child's nearsightedness

WHAT CAUSES MYOPIA?

Myopia is on the rise – in its frequency and its severity.² The reason for its escalation has been linked to two factors:



Genetics

Kids with one or two myopic parents are more likely to be myopic.⁴



Lifestyle

Spending more time on activities like reading or using handheld devices instead of spending time outdoors increases the likelihood of becoming myopic.³

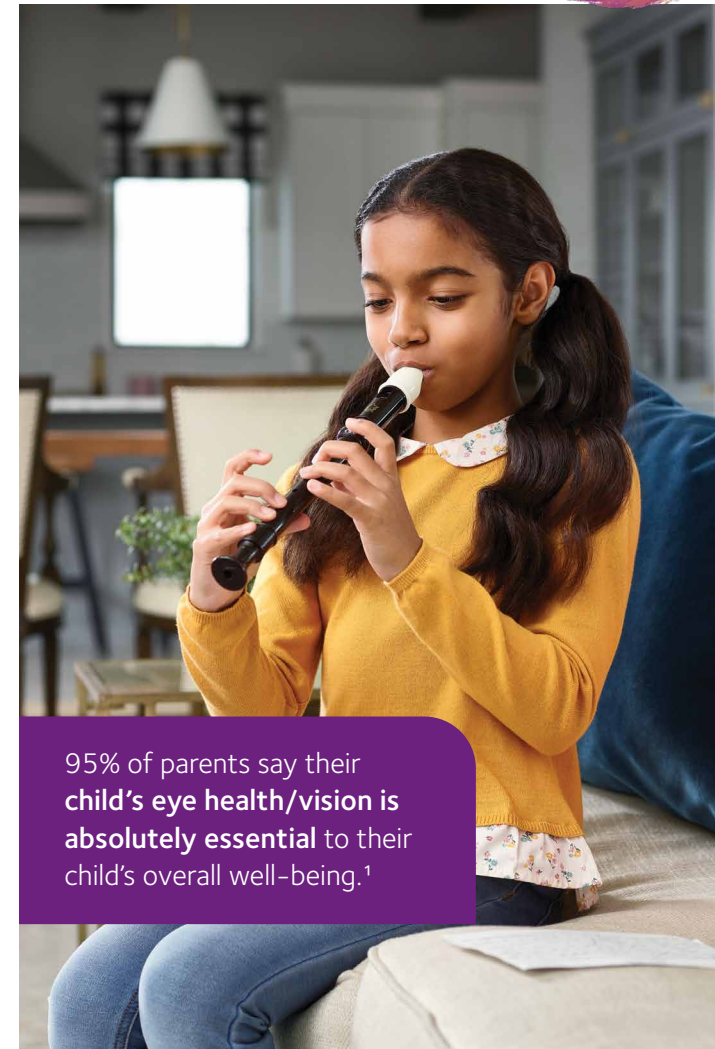
We're certified to prescribe Brilliant Futures™ with MiSight® 1 day contact lenses.



Scan the code to better understand nearsightedness and the risk to your child.

Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.

References: 1. CooperVision data on file 2019. Myopia Awareness, The Harris Poll online survey 6/27/19 to 7/18/19 of n=1,005 parents (with child age 8-15) in U.S. 95% strongly/somewhat agree. 2. Holden BA, et al. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*. 2016;123(5):1036-42. 3. Mutti DO, Mitchell GL, Moeschberger ML, Jones LA, Zadnik K. Parental myopia, near work, school achievement, and children's refractive error. *Invest Ophthalmol Vis Sci*. 2002;43(12):3633-3640. 4. Huang HM, Chang DS, Wu PC. The Association between Near Work Activities and Myopia in Children—A Systematic Review and Meta-Analysis. *PLoS One*. 2015;10(10):e0140419. Published 2015 Oct 20. 5. Vitale S, Sperduto RD, Ferris FL 3rd. Increased prevalence of myopia in the United States between 1971-1972 and 1999-2004. *Arch Ophthalmol*. 2009;127(12):1632-1639. doi:10.1001/archophthalmol.2009.303. 6. Theophanous C et al. Myopia prevalence and risk factors in children. *Clin Ophthalmol*. 2018; 12: 1581-1587. 7. COMET Group. Myopia stabilization and associated factors among participants in the Correction of Myopia Evaluation Trial (COMET). *Invest Ophthalmol Vis Sci*. 2013;54(13):7871-7884. Published 2013 Dec 3. 8. Flitcroft DJ. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622-660. 9. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019; 96(8):556-67. 10. Walline JJ, et al. Benefits of contact lens wear for children and teens. *Eye Contact Lens*. 2007;33(6 Pt 1):317-21. 11. Rah MJ, et al. Vision specific quality of life of pediatric contact lens wearers. *Optom Vis Sci*. 2010;87(8):560-6.



95% of parents say their child's eye health/vision is absolutely essential to their child's overall well-being.¹

Ask your eye doctor how the Brilliant Futures™ Myopia Management Program with MiSight® 1 day can help your age-appropriate child's vision.



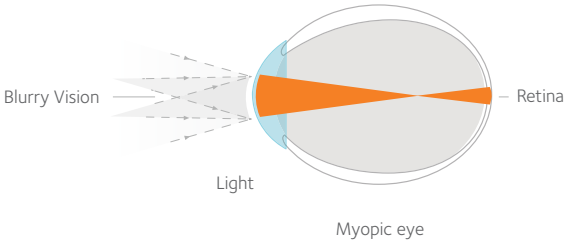
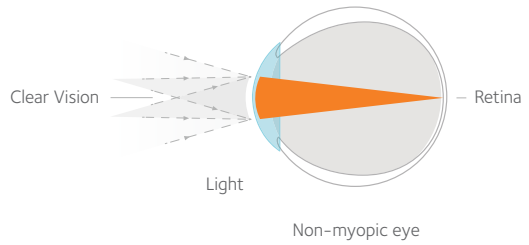


TOGETHER, WE CAN MANAGE MYOPIA

More than just vision correction, myopia management with MiSight® 1 day contact lenses can help keep your child's future brilliant.

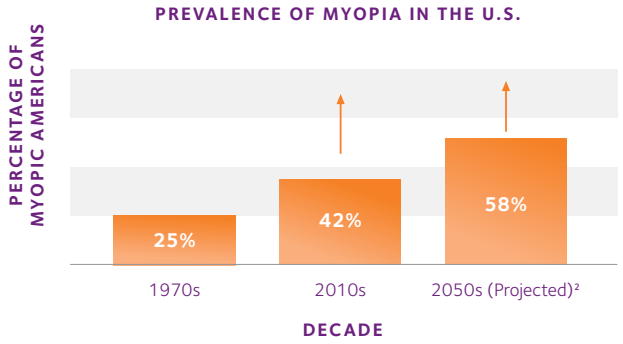
WHAT IS MYOPIA?

Myopia is a common eye condition. It's most frequent symptom is nearsightedness, or the inability to see objects clearly at a distance. The reason objects are blurry in the distance with nearsightedness is because the eye becomes longer as the child grows.



A GROWING CRISIS

In the early 1970s, only 25% of Americans were nearsighted.⁵ Today, more than 40% of Americans are nearsighted, and that number is increasing at an alarming rate, especially among school-age children.⁶



Myopia is commonly diagnosed in childhood. Myopia can progress and worsen over time, potentially leading to more severe sight conditions later in life, such as^{7,8}:

- Retinal detachment
- Glaucoma
- Myopic maculopathy
- Cataracts

MiSight® 1 day contact lenses:

- Correct distance vision immediately⁹
- Can slow myopia progression during the growing years⁹
- Provide a comfortable experience¹⁰
- Allow you to avoid the worry of losing or breaking glasses
- Accommodate a more active lifestyle¹⁰
- Children who wear contact lenses have significantly better quality of life than kids wearing glasses, especially regarding athletics and appearance¹¹

