

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 parents with myopia are more likely to develop myopia.³



Lifestyle

Spending more time on close up activities like reading or digital devices coupled with less time outdoors increases the likelihood of developing myopia.⁴

Ask your eye doctor how MiSight® 1 day can help your age-appropriate child's vision.

We're certified to prescribe MiSight® 1 day contact lenses to age-appropriate* children.



Scan the code to better understand nearsightedness

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.** 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. **4.** 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. **5.** 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. **6.** Flitcroft DL. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622-660. **7.** Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019; 96(8): 556-67. **8.** Sulley A et al. Wearer experience and subjective responses with dual focus compared to spherical, single vision soft contact lenses in children during a 3-year clinical trial. AAO 2019 Poster Presentation. **9.** Rah MJ, et al. Vision specific quality of life of pediatric contact lens wearers. *Optom Vis Sci*. 2010;87(8):560-6. **10.** Overall experience as defined as children's comfort, vision, lens handling, and freedom from spectacles. Children aged 8-15 years. **11.** CooperVision data on file. **12.** Sulley A et al. Wearer experience and subjective responses with dual focus compared to spherical, single vision soft contact lenses in children. *Optom Vis Sci* 2019; 96: E-abstract 195252. 2018. 3-year study report.

***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.

***How much do you like wearing your contact lenses? 87/97 (90%) Top box "I like contact lenses the best" Subjective response @60M.

† Compared to a single vision 1 day lens over a 3 year period.

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Understanding myopia

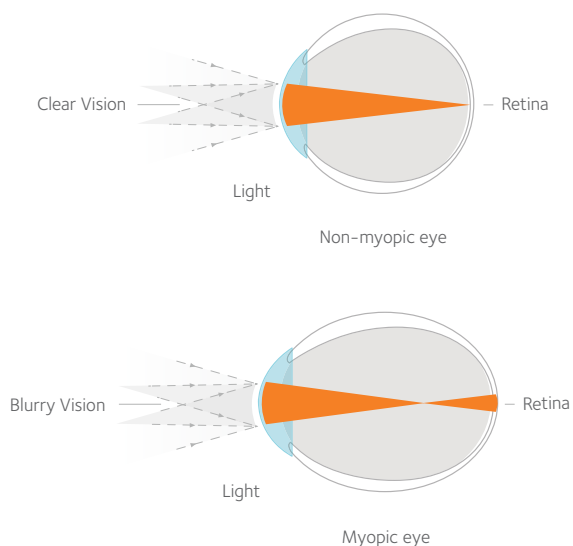
A clear look at your child's nearsightedness



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

WHAT IS MYOPIA?

Myopia is a common eye condition. Its 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 grows longer than it should as the child grows.



Myopia is commonly diagnosed in childhood. **Myopia often worsens over time**, potentially leading to increased risk of sight threatening conditions later in life, such as:^{5,6}

- Retinal detachment
- Glaucoma
- Myopic maculopathy
- Cataracts

MISIGHT® 1 DAY IS THE ONE FOR MYOPIA CONTROL IN AGE-APPROPRIATE CHILDREN.

The **one and only FDA-approved** soft contact lens to slow the progression of myopia in children aged 8-12 at the initiation of treatment.^{7†}

MiSight® 1 day contact lenses:

- Correct distance vision immediately⁷
- Can slow myopia progression in age-appropriate children⁷
- Provide a comfortable lens wearing experience⁸
- Allow you to avoid the worry of losing or breaking glasses
- Accommodate a more active lifestyle⁸
- Provide a significantly better quality of life than wearing glasses, especially regarding athletics and appearance.⁹

MISIGHT® 1 DAY CONTACT LENSES ARE BACKED BY CLINICAL DATA¹⁰

In the 3-year portion of the 7-year clinical trial, MiSight® 1 day contact lenses were shown to slow the progression of myopia in children (8-12 years of age at the initiation of treatment) in two ways¹⁰:

59%

average reduction in myopia progression with MiSight® 1 day lenses[†]

52%

average reduction in eye lengthening with MiSight® 1 day lenses[†]

THE CHILDREN IN THE STUDY LOVED WEARING CONTACT LENSES

90%

of children preferred MiSight® 1 day lenses over their glasses during the 6-year clinical study.^{11**}

OVER 90%

of parents whose children were wearing MiSight® 1 day or Proclear® 1 day during a 3-year study, rated their children 'happy' with the overall experience of wearing contact lenses^{10,11}

