

Calling all visionaries to lead the myopia management movement

MiSight® 1 day is **the first and only FDA-approved contact lens to slow the progression of myopia*** in children age 8–12 at initiation of treatment.**

Don't just correct myopia. Start managing its progression.

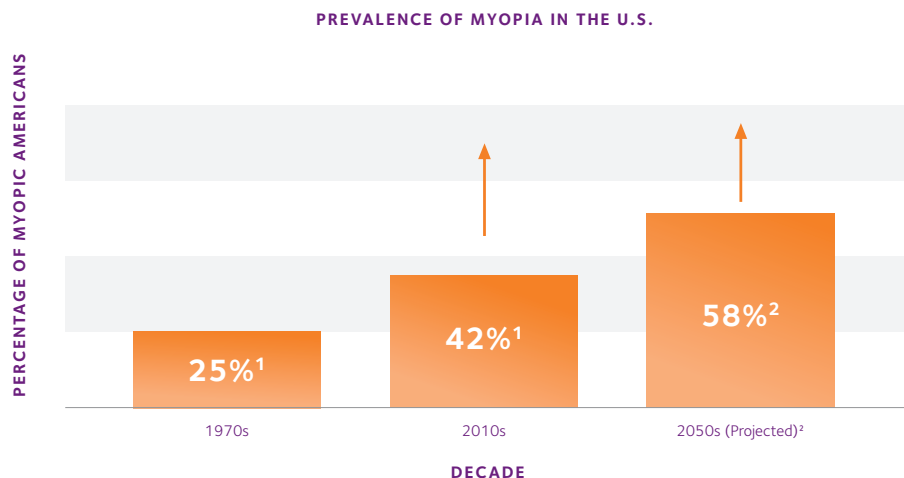
***Indications for use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8–12 years of age and have 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.

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



CooperVision®

A CLOSER LOOK AT TODAY'S MYOPIA



PARENT EDUCATION IS KEY TO SUCCESSFULLY RECOMMENDING MANAGEMENT VS. CORRECTION ALONE

Only 33% of parents know what the term myopia means and how it can affect their children's future eyesight.³ Most parents will need help understanding why you'd recommend myopia management when correcting refractive error with glasses or traditional contact lenses is what they've always known.

To start that conversation, it might be helpful to explain the factors to which we can attribute the development of myopia.²



Genetics

Myopia in children increases when parents are myopic.⁴ The likelihood of children developing myopia is:

- 1 in 2 when both parents are myopic⁵
- 1 in 3 when 1 parent is myopic⁵
- 1 in 4 when neither parent is myopic⁵



Lifestyle

Research shows that modern lifestyles may influence the development of myopia.

- Insufficient time spent outdoors^{5,6}
- Prolonged time spent on near work like reading and/or using digital devices⁷
- Poor lighting levels^{5,7}

MYOPIA MANAGEMENT TODAY COULD HAVE A BIG IMPACT TOMORROW

Parents should be informed that leaving myopia unmanaged may contribute to more severe ocular health complications and sight-threatening conditions later in life such as⁸⁻¹¹:

- Retinal detachment
- Glaucoma
- Myopic maculopathy
- Cataracts

References: **1.** What You Should Know if Your Child is Nearsighted (Infographic). Retrieved October 29, 2019 from: <https://www.allaboutvision.com/parents/myopia-facts-infographic.htm>. **2.** Holden BA, Fricke TR, Wilson DA, et al. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*. 2016;123:1036-42. **3.** 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. Number increases to 48% or 52% if parent or child respectively had myopia. **4.** Morgan P. Is Myopia Control the Next Contact Lens Revolution? *OPTICIAN*. 2016. **5.** Gifford P, Gifford, K L. The Future of Myopia Control Contact Lenses. *Opt Vis Sci*. 2016;93(4):336-343. **6.** Rose KA, Morgan IG, Ip J, et al. Outdoor Activity Reduces the Prevalence of Myopia in Children. *Ophthalmology* 2008;115(8):1279-1285. **7.** Wolffsohn JS, Calossi A, Cho P, et al. Global Trends in Myopia Management Attitudes and Strategies in Clinical Practice. *Cont Lens Anterior Eye*. 2016;39(2):106-16. **8.** Xu L, Wang Y, Wang S, Wang Y, Jonas JB. 'High Myopia and Glaucoma Susceptibility: The Beijing Eye Study. *Ophthalmology*. 2007;114(2):216-220. **9.** What You Should Know if Your Child is Nearsighted. Retrieved October 29, 2019 from: <https://www.allaboutvision.com/parents/myopia-facts-infographic.htm>. **10.** Flitcroft DL. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622-660. **11.** Chen SJ, et al. Prevalence and associated risk factors of myopic maculopathy in elderly Chinese: the Shihpai eye study. *Invest Ophthalmol Vis Sci*. 2012;53(8):4868-73.

Maximize patient and practice potential with Brilliant Futures™ Myopia Management and MiSight® 1 day

MISIGHT® 1 DAY – A DAILY DISPOSABLE LENS UNLIKE ANY OTHER

MiSight® 1 day is the first and only FDA-approved contact lens proven to slow the progression of myopia* in children age 8–12 at initiation of treatment.**

Clinically proven outcomes

59%

average reduction
in **SERE** with
MiSight® 1 day lenses^{4***}

52%

average reduction in
axial lengthening with
MiSight® 1 day lenses^{4***}






90%

of parents reported that their
children were happy wearing
MiSight® 1 day lenses.^{2†}






THE BRILLIANT FUTURES™ MYOPIA MANAGEMENT PROGRAM SUPPORTS YOUR PRACTICE AND YOUR PATIENTS EVERY STEP OF THE WAY








Parent and child support

-  Information about Myopia Management
-  Annual supply of MiSight® 1 day
-  Free shipping and free returns
-  An outlined schedule of office visits
-  Access to the MiSight® App

The MiSight® App

-  Myopia education resources
-  Appointment/compliance reminders
-  Lens ordering support
-  Payment support
-  Surveys to track progress

Practitioner and practice support

-  Access to the MiSightPro™ resource portal
-  Ongoing education
-  Support from Myopia Management Specialists
-  Practice showcased via provider locator
-  Marketing support

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

† Overall experience as defined as children's comfort, vision, lens handling, and freedom from spectacles. Children 8–15 years. 3– year study report.

References: **1.** Chamberlain P, et al. A 3–year Randomized Clinical Trial of MiSight Lenses for Myopia Control. *Optom Vis Sci.* 2019;96(8):556–567. **2.** CooperVision data on file 2018. 3–year study report.



Learn more about putting **myopia management** into practice

Talk to your CooperVision® Sales Representative to learn more about the Brilliant Futures™ Myopia Management Program, or visit CooperVision.com/practitioner/myopia-management.



BRILLIANT FUTURES™
MYOPIA MANAGEMENT PROGRAM

