



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 factors³:



Genetics

Kids with one or two myopic parents are more likely to be myopic.³



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.

Schedule your myopia management consultation today.

To learn more about Myopia, please visit [FightMyopia.ca](https://fightmyopia.ca)

CANADIAN INDICATIONS FOR USE: MiSight (omafilcon A) Soft Contact Lenses for Myopia Control may reduce the rate of myopia progression in children (6-18) and correct ametropia. Reduction of myopia progression was observed in children with wearing time of 12 hours (8-16 hours) per day, 6.4 days (5-7) per week in a clinical study. Permanent myopia control after lens treatment is discontinued is not supported by clinical studies. MiSight (omafilcon A) Soft Contact Lenses for Myopia Control are indicated for single use daily disposable wear. When prescribed for daily disposable wear, 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. Larkin GL, Tahir A, Epley KD, et al. Atropine 0.001% eye drops for myopia control in American children: A multiethnic sample across three US sites. *Ophthalmol Ther*. 2019;8:589-98. 4. Yang, M., Luensmann, D., Fonn, D. et al. Myopia prevalence in Canadian school children: a pilot study. *Eye* 32, 1042-1047 (2018). <https://doi.org/10.1038/s41433-018-0015-5>. 5. Myopia: 2018 American Eye-Q Research. (2018, December 20). Retrieved October 2, 2019, from <https://www.aaa.org/patients-and-public/eye-and-vision-problems/glossary-of-eye-and-vision-conditions/myopia/myopia-research>. 6. Xu L, Wang S, Wang Y, Jonas JB. High Myopia and Glaucoma Susceptibility: The Beijing Eye Study. *Ophthalmology*. 2007;114(2):216-220. 7. Flitcroft DJ. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622-660. 8. 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. 9. Rah MJ, et al. Vision specific quality of life of pediatric contact lens wearers. *Optom Vis Sci*. 2010;87(8):560-6. 10. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019;96(8):556-67. 11. Walline JJ, et al. Benefits of contact lens wear for children and teens. *Eye Contact Lens*. 2007;33(6 Pt 1):317-21.



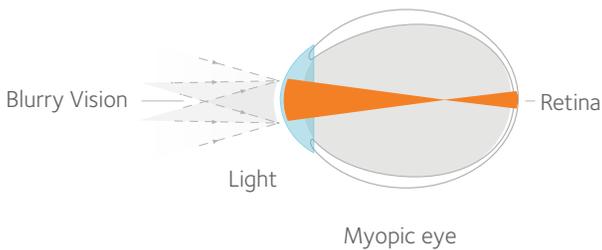
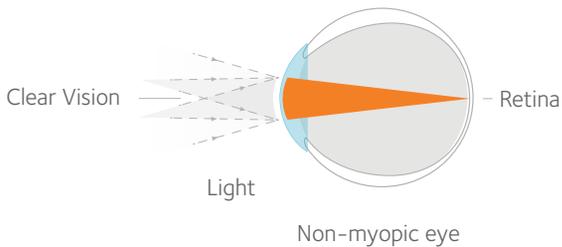
95% of parents say their child's eye health/vision is absolutely essential to their child's overall well-being.¹





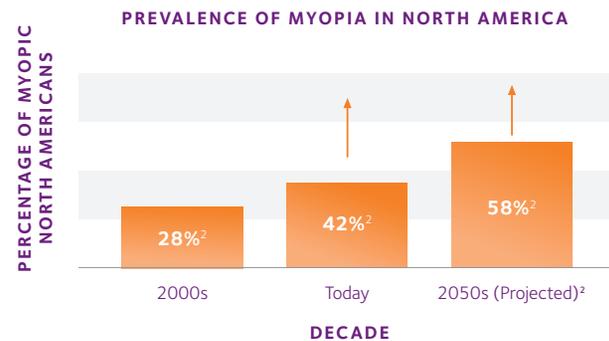
WHAT IS MYOPIA?

Myopia is more **commonly referred to as 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 2000s, 28.3% of North Americans were nearsighted.² Today, more than 42% of North Americans are myopic, and that number is increasing at an alarming rate, especially among school-aged children.³⁻⁵



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^{3,6-8}:

- Retinal detachment
- Glaucoma
- Myopic maculopathy
- Cataracts

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.

MiSight[®] 1 day contact lenses:

- Correct distance vision immediately⁹
- Can slow myopia progression during the growing years¹⁰
- Provide a comfortable experience¹¹
- Allow you to avoid the worry of losing or breaking glasses
- Accommodate a more active lifestyle¹¹
- Children who wear contact lenses have significantly better quality of life than kids wearing glasses, especially regarding athletics and appearance⁹

