

## MYOPIA - A GROWING CONCERN

Myopia is a common eye condition. Its most frequent symptom is nearsightedness, or the inability to see objects clearly at a distance. Myopia is on the rise – in its frequency and its severity.<sup>3</sup> The reason for its escalation has been linked to two factors:



### Genetics

Children with one or two myopic parents are more likely to be myopic.<sup>4</sup>



### Lifestyle

Children who spend more time on activities like reading or using handheld devices instead of spending time outdoors are more likely to become myopic.<sup>4</sup>

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

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

- Corrects distance vision immediately<sup>1</sup>
- Slows myopia progression during their growing years<sup>1\*</sup>
- Offers a comfortable wearing experience<sup>6</sup>
- Allows you to avoid the worry of losing or breaking glasses
- Accommodates a more active lifestyle<sup>6</sup>
- Provides children who wear contact lenses a significantly better quality of life than children wearing glasses, especially regarding athletics and appearance<sup>1</sup>



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

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

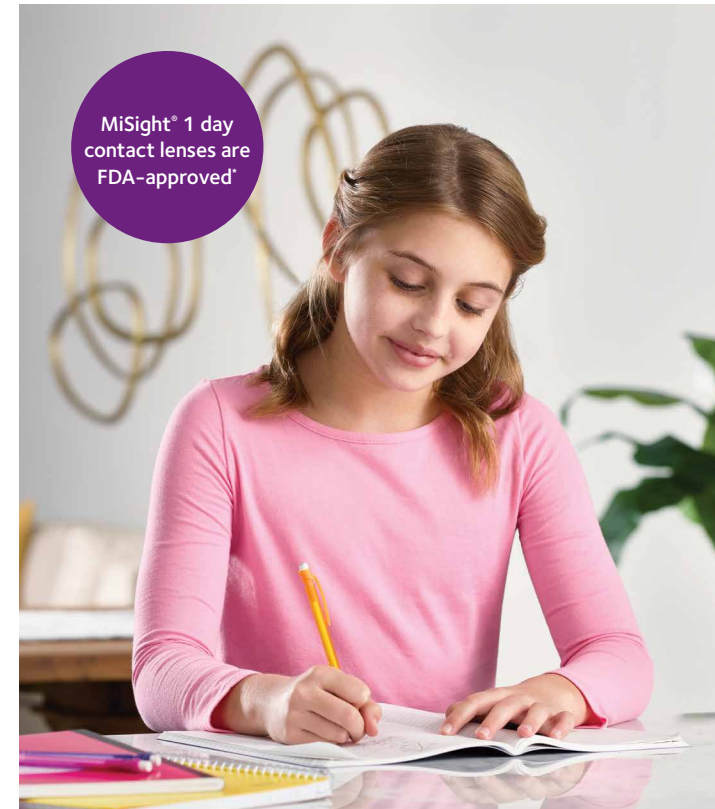
**References:** 1. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci.* 2019; 96(8):556-67. 2. CooperVision data on file 2018. 3-year study report. 3. Holden BA, et al. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology.* 2016;123(5):1036-42. 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. 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. 6. Walline JJ, et al. Benefits of contact lens wear for children and teens. *Eye Contact Lens.* 2007;33(6 Pt 1):317-21.



BRILLIANT FUTURES™  
MYOPIA MANAGEMENT PROGRAM

## The Brilliant Futures™ Myopia Management Program

An innovative program featuring MiSight® 1 day contact lenses that goes beyond vision correction.



**\*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.





## A COMPREHENSIVE PROGRAM FOR FAMILIES

The Brilliant Futures™ Myopia Management Program is a comprehensive approach to myopia management built around MiSight® 1 day contact lenses, **the first and only contact lens FDA-approved to slow the progression of myopia\* in children age 8-12 at initiation of treatment.**<sup>1\*\*</sup> This program is designed to fit busy lifestyles and offer you and your child the support you need to succeed. It includes:

- An annual supply of MiSight® 1 day daily disposable lenses
- Free shipping and free returns
- Hassle free exchanges if prescription changes
- Program transparency; office visits outlined for the entire year
- Access to online support tools
- A mobile app with education resources and appointment reminders

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<sup>\*\*</sup>Compared to a single vision 1 day lens over a 3 year period.

## A REVOLUTIONARY CONTACT LENS

MiSight® 1 day is a soft contact lens that uses ActivControl™ Technology to slow the elongation of the eyes.<sup>1</sup> ActivControl™ Technology simultaneously corrects a child's vision while helping the eye's growth.<sup>1</sup>



## MISIGHT® 1 DAY CONTACT LENSES ARE BACKED BY CLINICAL DATA<sup>1</sup>

In clinical trials, 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 ways<sup>1</sup>:

**59%**

average reduction in myopia progression with MiSight® 1 day lenses\*

**52%**

average reduction in eye lengthening with MiSight® 1 day lenses\*

## CHILDREN WHO WORE MISIGHT® 1 DAY LOVED THEIR LENSES

Children who began treatment between the ages of 8 and 12 participated.

**90%**

of children continued to express a strong preference for MiSight® 1 day contact lenses over their glasses at the 5 year visit<sup>2\*\*</sup>

**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<sup>2†</sup>

<sup>\*\*</sup>How much do you like wearing your contact lenses?' 87/97 (90%) Top box 'I like contact lenses the best' Subjective response @60M]

<sup>†</sup>Overall experience as defined as children's comfort, vision, lens handling, and freedom from spectacles. Children aged 8-15 years.

