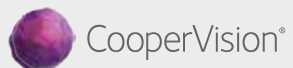




A clear look at your child's vision:  
**today and in the future**



BRILLIANT  FUTURES™  
MYOPIA MANAGEMENT PROGRAM

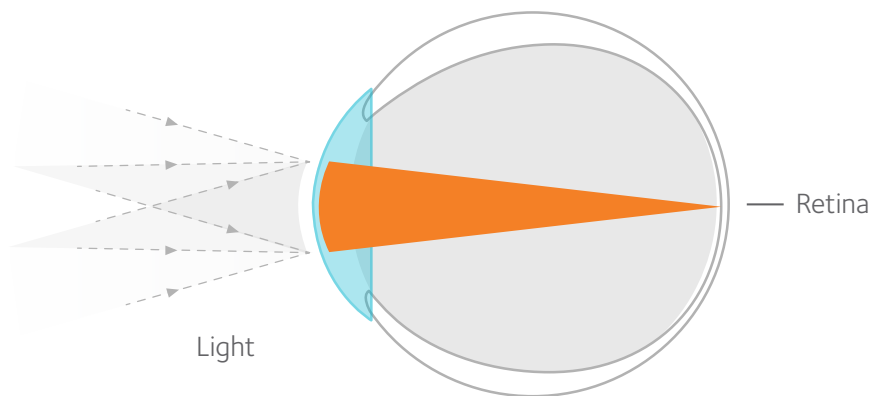




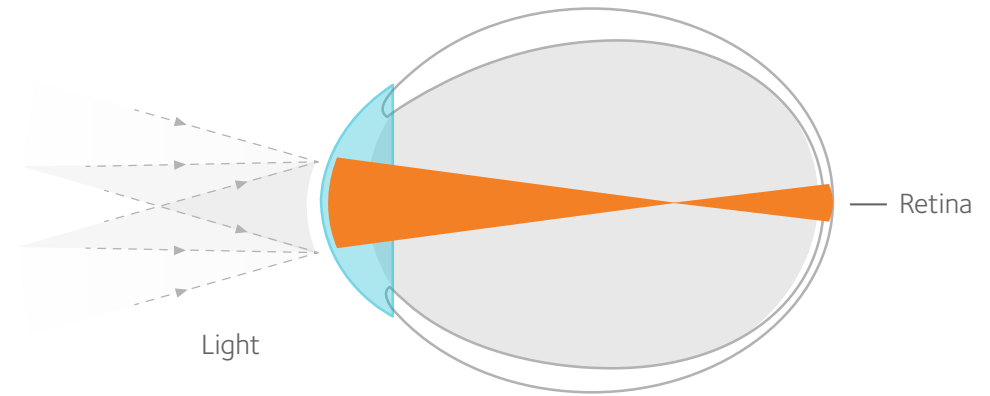
# What is myopia?

Myopia is more **commonly referred to as nearsightedness**, or the inability to see objects clearly at a distance.

- | The myopic eye is longer than the non-myopic eye.
- | Generally, the longer the eye, the worse the person's vision.



Non-myopic eye



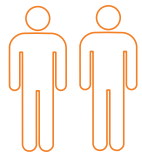
Myopic eye



# Causes of myopia

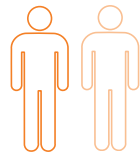
## Genetics

Myopia in children **increases when parents are myopic.**<sup>1</sup> The likelihood of children developing myopia increases:



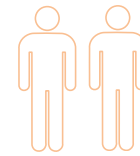
1 in 2

when **both parents** are myopic



1 in 3

when **one parent** is myopic



1 in 4

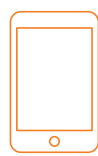
when **neither parent** is myopic

## Lifestyle

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



Insufficient time spent outdoors.<sup>2,3</sup>



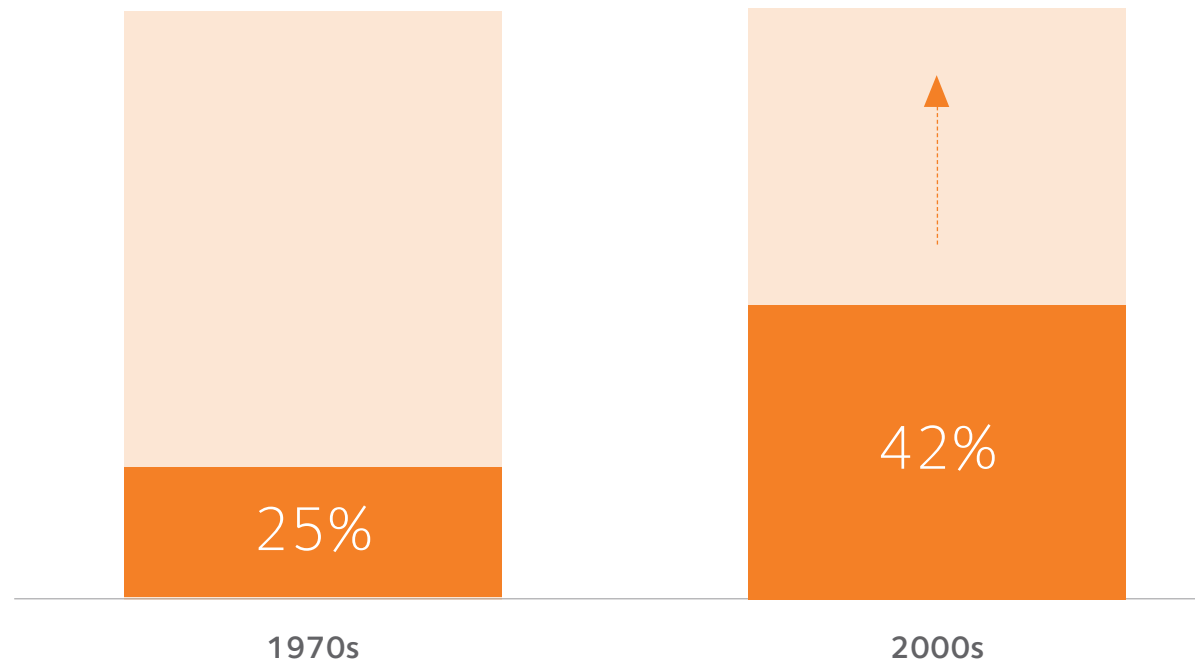
Prolonged time spent reading and playing or working with digital devices, like smartphones or tablets<sup>2,4</sup>



Poor lighting levels<sup>2,4</sup>

# Myopia is becoming more widespread and more severe than ever<sup>1,2</sup>

In the early 1970s, only 25% of Americans were nearsighted.<sup>3</sup> Today, more than 40% of Americans are myopic, and that number is **increasing at an alarming rate**, especially among school-age children.<sup>3</sup>



**REFERENCES:** **1.** Cooper, Y. (2019, May 1). With Childhood Myopia Rates on the Rise, the American Optometric Association Highlights the Importance of Early Intervention through Annual Eye Exams. Retrieved from <https://www.aoa.org/newsroom/myopia-rates-on-the-rise-syvm>. **2.** Holden BA, Fricke TR, Wilson DA, Jong M, Naidoo KS, Sankaridurg P, Wong TY, Naduvilath TJ, Resnikoff S, Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050, *Ophthalmology*. 2016;123(5):1306-1042. **3.** What You Should Know if Your Child is Nearsighted (Infographic). Retrieved October 29, 2019 from: <https://www.allaboutvision.com/parents/myopia-facts-infographic.htm>.

01

# Introduction to myopia management



# Long-term implications of myopia

Leaving myopia unmanaged may contribute to more severe eye health complications and sight-threatening conditions later in life, including<sup>1-4</sup>:

Retinal  
detachment

Myopic  
maculopathy

Glaucoma

Cataracts



Myopia is commonly diagnosed in childhood.  
Myopia can progress and worsen over time, **leading to more severe sight conditions later in life.**

# Myopia management today

## Additional benefits of choosing a myopia management approach

In the short term, benefits of a myopia management approach look very similar to correcting vision with traditional soft contact lenses.

### Short-term benefits include:

#### Corrected vision<sup>1</sup>

for effective daily activities,  
such as schoolwork

#### A more comfortable experience<sup>2</sup>

vs. wearing glasses

#### No glasses

to lose or break

#### Accommodates a more active lifestyle<sup>2</sup>

vs. wearing glasses



# Myopia management today – for the future

## Long-term benefits of choosing a myopia management approach

For children who begin a myopia management program between 8 and 12 years of age, their vision will not only be corrected today, but **the progression of myopia over the child's growing years may be slowed, potentially minimizing the long-term impact of myopia.**

### Benefits include all of the short-term advantages, plus:

#### Impact

over eyeball development and elongation<sup>1</sup>

#### Slowing

of worsening nearsightedness<sup>1</sup>

#### Potential reduction

in the complications that are more frequent in nearsighted patients, like retinal detachment, glaucoma, and cataracts<sup>2-5</sup>

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## Myopia assessment chart



# Myopia assessment

How do I know if my child needs a myopia management program?

## Risk Levels

### Low

$>+0.75$ DS at age 6 or younger<sup>1</sup>

#### Recommendation:

- Limit hours spent on close work outside of school
- Encourage at least two hours of outdoor time per day<sup>2</sup>

### Medium

$\leq+0.75$ DS at age 6 or younger<sup>1</sup>

#### Recommendation:

- Watch for large changes in prescription over a short period of time
- Limit hours spent on close work outside of school
- Encourage at least two hours of outdoor time per day<sup>2</sup>

### High

Myopia confirmed at ages 8-12

#### Recommendation:

- Schedule a follow-up appointment
- Consider enrolling in a myopia management program
- Limit hours spent on close work outside of school
- Encourage at least two hours of outdoor time per day<sup>2</sup>



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# Brilliant Futures™ Myopia Management Program

BRILLIANT FUTURES™  
MYOPIA MANAGEMENT PROGRAM





# More than vision correction

## 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 for slowing the progression\* of myopia in children who begin wearing the lens between the ages of 8 and 12.\*\*

### Program details:

- An annual supply of MiSight® 1 day daily disposable lenses
- Free shipping and free returns whether the prescription changes or not
- Program transparency; office visits outlined for the entire year
- Access to online support tools
- A helpful app with reminders and a way to track program progress



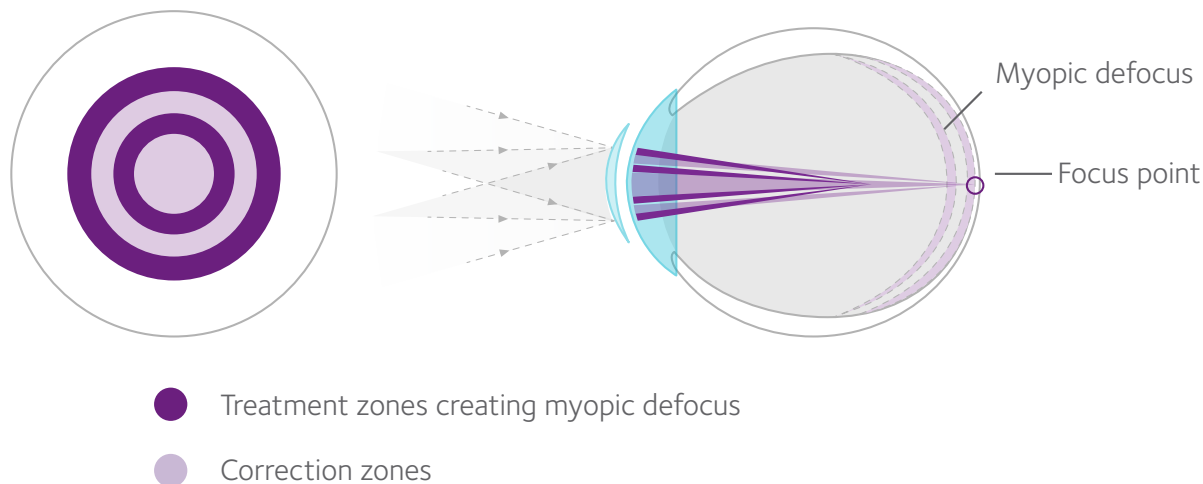
**\*Indications for use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with  $\leq 0.75$  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. Based on a clinical study in which participants were between the ages of 8 and 12 at initial fit.

# How MiSight<sup>®</sup> 1 day works

The **ActivControl™ technology** in MiSight<sup>®</sup> 1 day uses vision correction zones and treatment zones within the lenses to slow the elongation of the eyeball.<sup>1-3</sup>

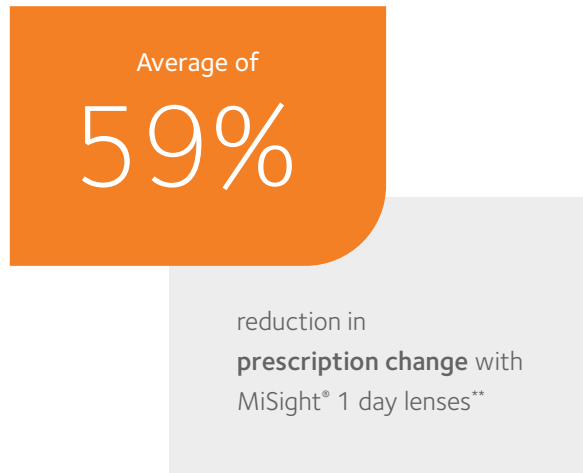
By including both types of zones in the lens, it simultaneously corrects the child's vision today, while training the eye to resist changing shape, with the goal of preserving vision for the future.



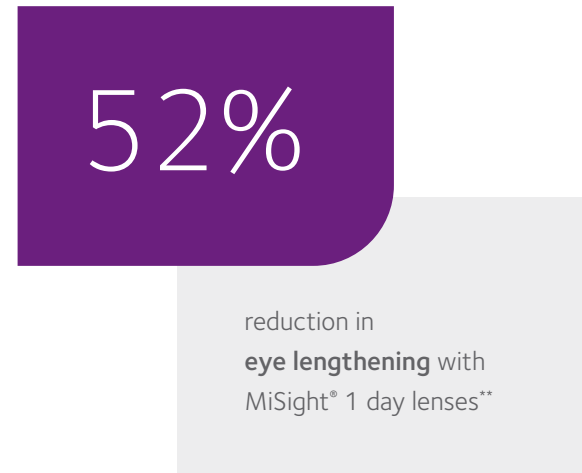
# Effectiveness of MiSight® 1 day

In clinical trials, there were two ways\* MiSight® 1 day contact lenses were shown to slow the progression of myopia in children 8-12 at the initiation of treatment:<sup>1</sup>

## Prescription Change



## Axial Length Change



\*Compared to children in the control group wearing a single-vision 1-day lens.

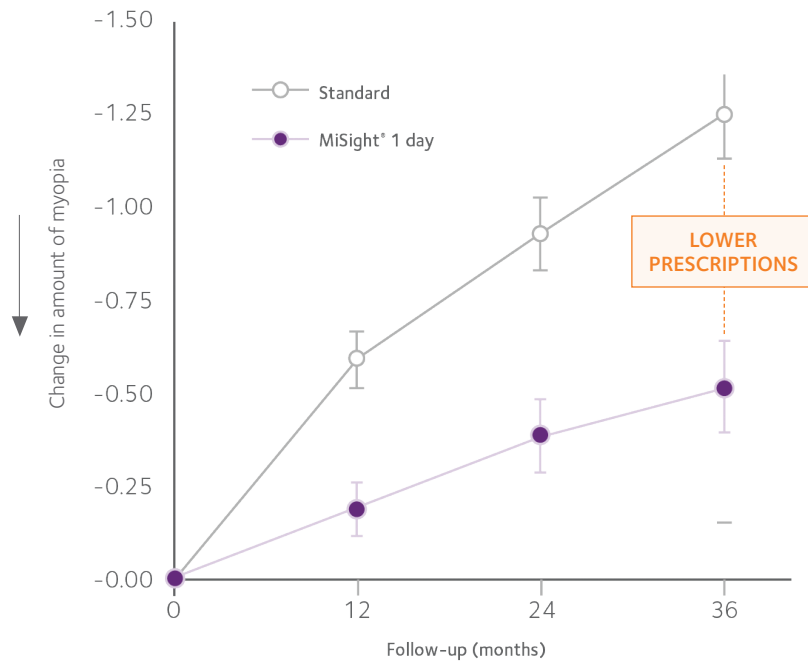
\*\*vs. standard soft contact lenses at 3 years.

REFERENCE: 1. Chamberlain P et al A 3-year Randomized Clinical Trial of MiSight Lenses for Myopia Control. *Optom Vis Sci* 2019;96:556–567.

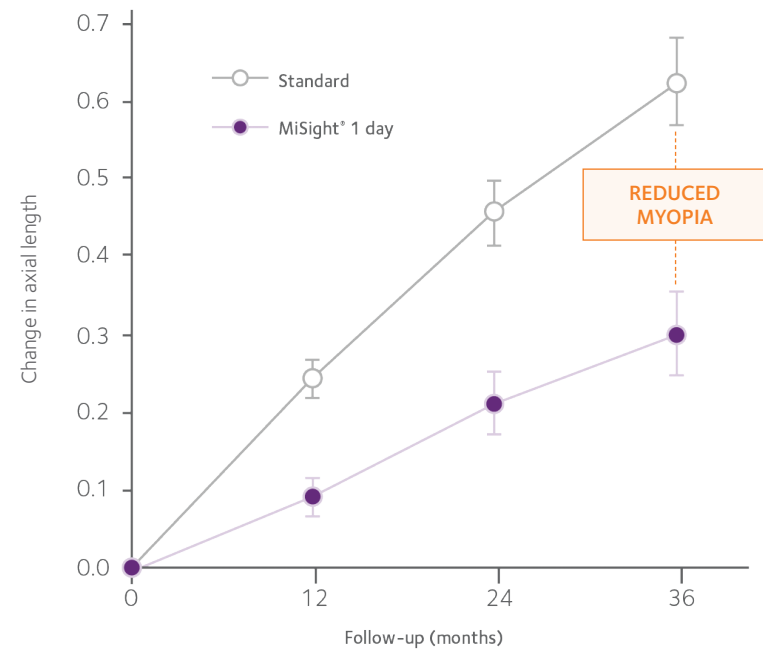
# Effectiveness of MiSight® 1 day

In clinical trials, there were two ways\* MiSight® 1 day contact lenses were shown to slow the progression of myopia in children 8-12 at the initiation of treatment:<sup>1</sup>

### Prescription Change Data



### Axial Length Change Data



\*Compared to children in the control group wearing a single-vision 1-day lens.

REFERENCE: 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.



# Children who tried MiSight® 1 day loved their lenses

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

## Easy for Children to Handle

90% of children preferred wearing MiSight® 1 day lenses to their glasses.<sup>1\*</sup>

90% of children could apply and remove their MiSight® 1 day lenses on their own.<sup>1\*\*</sup>

90% of parents reported that their children were happy wearing MiSight® 1 day lenses. They noted comfort, vision, ease of use, and freedom from glasses as benefits.<sup>2†</sup>

## Made to Help Them Focus on What Matters

9 out of 10 wearing MiSight® 1 day lenses report seeing well while doing schoolwork.<sup>1‡</sup>

9 out of 10 wearing MiSight® 1 day lenses report seeing really well while playing outdoors.<sup>1‡</sup>

9 out of 10 wearing MiSight® 1 day lenses report seeing well while looking at computer/playing video games.<sup>1§</sup>

\*95% - 100% of children expressed a preference for contact lenses over glasses at each visit over 36 months

\*\*After 1 month of wear

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

‡ From 1 month through 3 year visits

§ From 1 week through 3 year visits

**REFERENCES:** 1. 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.

2. CooperVision data on file 2018. 3-year study report.

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