

MYOPIA - A GROWING CONCERN

Myopia is more commonly referred to as nearsightedness, or the inability to see objects clearly at a distance. Myopia is on the rise – in its frequency and its severity.³ 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.⁴



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.⁴

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

- Corrects distance vision immediately⁵
- Can slow myopia progression during their growing years^{1*}
- Offers a comfortable wearing experience⁶
- Allows you to avoid the worry of losing or breaking glasses
- Accommodates a more active lifestyle⁶
- Provides children who wear contact lenses a significantly better quality of life than children wearing glasses, especially regarding athletics and appearance⁵

Your practitioner is certified in the Brilliant Futures™ Myopia Management Program.

Schedule an appointment to learn more.

*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. 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. 5. Rah MJ, et al. Vision specific quality of life of pediatric contact lens wearers. *Optom Vis Sci.* 2010;87(8):560-6. 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.





MISIGHT® 1 DAY CONTACT LENSES ARE BACKED BY CLINICAL DATA¹

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 ways¹:

59%

average reduction in prescription change with MiSight® 1 day lenses*

52%

reduction in eye lengthening with MiSight® 1 day lenses*

A REVOLUTIONARY CONTACT LENS

MiSight® 1 day is a soft contact lens that uses ActivControl™ Technology to slow the elongation of the eyes.¹ ActivControl™ Technology simultaneously corrects a child's vision while training the eye to resist growing in length.¹

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.**^{1**} 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, including 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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**Compared to a single vision 1 day lens over a 3 year period.



CHILDREN WHO TRIED 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^{2**}

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^{2†}

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

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

