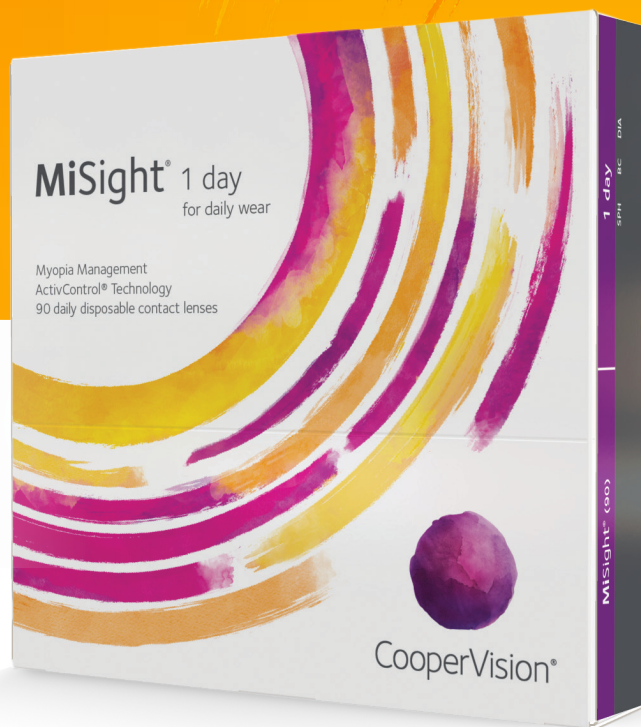


See the difference **the only FDA-approved\*** product for

# MYOPIA CONTROL

CAN MAKE IN YOUR PRACTICE TODAY

MiSight® 1 day  
for daily wear



FDA-Approved\*

## Did you know that myopia rates have almost doubled since 1971?<sup>1</sup>

- Myopia is increasing at an alarming rate: **more than 40% of Americans** are nearsighted, up from 25% in 1971.<sup>1</sup> This increase is most notable in school-age children.<sup>2</sup>
- In North America, the prevalence of myopia is expected to **increase to 58%** by the year 2050.<sup>5</sup>
- Although genetics play a role in myopia, the abrupt increase points to environmental factors. Several studies have shown a link between near work and myopia in children.<sup>6</sup>

**All children with myopia should be given an opportunity to have it slowed for the potential reduced risk of visual impairment in adulthood<sup>8</sup>**



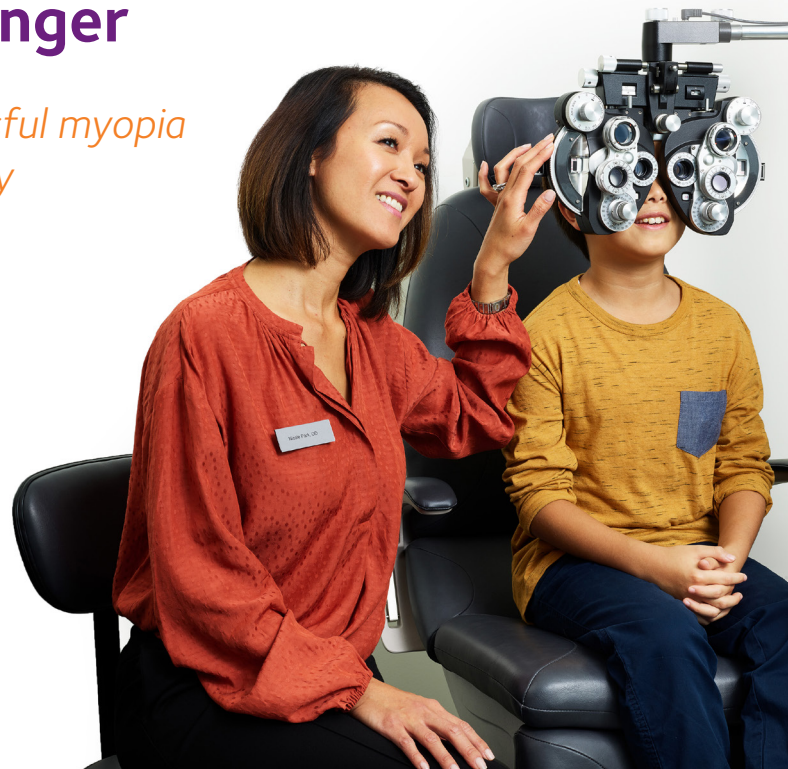
MiSight® 1 day is the **only FDA-approved\*** product for myopia control

- Age-appropriate children wearing MiSight® 1 day **progressed less than -1.00D** on average over 6 years.\*<sup>10</sup>
- Year 7 results from the international MiSight® 1 day clinical study found that the mean axial elongation **showed no evidence of rebound** – myopia control treatment gains were retained over 12 months after treatment ceased.<sup>†11,12</sup>
- **Over 90%** of parents whose children were wearing MiSight® 1 day during a 3-year study rated their children **“happy” with the overall experience** of wearing contact lenses.<sup>‡13</sup>
- MiSight® 1 day slowed the progression of myopia in age-appropriate children by **59%** on average, slowed axial length elongation by **52%** on average, and **41%** of eyes had no progression.<sup>9</sup>

## Grow your practice with MiSight® 1 day and keep your patients longer

*It's now easier than ever to build a successful myopia management practice with MiSight® 1 day*

Implementing **MiSight® 1 day** into your practice gives you access to a potential new segment of contact lens wearers, as well as the possibility of an additional revenue stream through annual purchases and referrals from satisfied patients and parents.



## Build on Success with the Brilliant Futures™ Myopia Management Program

Become a certified practice through our **Brilliant Futures™** Myopia Management Program and enjoy access to tools, training for your staff, support for your team and your patients, and a dedicated CooperVision® Myopia Management Specialist (MMS), **all at no cost to you.**

“**CooperVision** provided us a tool to help grow our established myopia management program by **more than 50% in just one year** – a feat which I would have never imagined. Myopia Management was already a growing specialty within our practice, but this accelerated with all that the **Brilliant Futures™** program has essentially brought to the table.”

– Andrew Neukirch, OD  
Carillon Vision Care, Illinois

**\*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.

†Preliminary international study data shows that, on average, for children that discontinued treatment at age 14-19 following 3 or 6 years of MiSight® 1 day wear, the eye growth reverted to age-expected average myopic progression rates.

‡Overall experience as defined as children's comfort, vision, lens handling, and freedom from spectacles.

**Disclaimer:** The stability of the myopia reduction effect 1-year post-treatment is being further evaluated in a post-approval study in the U.S. as a condition of FDA approval for MiSight 1 day.

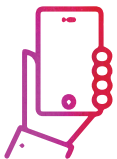
# Ready to Implement MiSight® 1 day Into Your Practice?

Getting started with MiSight® 1 day **just takes 1 step!**



Go to [mycoopervision.com](https://mycoopervision.com) to order **MiSight® 1 day** for your patients today!

**OR**



To learn more, or to begin complimentary training to become **Brilliant Futures™** certified, contact your CooperVision Sales Representative or call customer service at **800-341-2020**.



**Encourage your patients to connect with us online  
to keep up with the latest on MiSight® 1 day.**



@MiSightVision



@MiSight



/MiSightVision



MiSight.com

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