

# What is myopia?

**Myopia is a very common eye health condition**

Often called “short-sighted,” a child with myopia can see clearly up close, but has blurry vision when looking at objects in the distance—like a smart board.

## Tips for reducing myopia

**Visit your eye care professional early and often as your child grows.**

We can identify myopic changes and work together to help slow or control advancement.

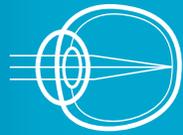
**Limit your child’s time in front of computers, phones and tablets.**

Screen time is hard on their eyes and can contribute to myopia.

**Encourage your child to spend more time outdoors**

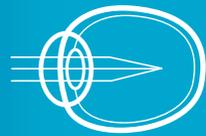
Outdoor light can be beneficial in slowing the onset or progression of myopia. Encourage outdoor time—at least 90 minutes a day.

# MyChild & Myopia



NORMAL EYE

Myopia happens when the normal eye **grows too long** from front to back.



MYOPIC EYE

Light rays have **trouble reaching the right spot** on the back of the eye (the retina) to achieve clear distance vision.



**It’s more than just stronger, thicker glasses.**

Myopia in kids can get worse as they grow, increasing the risk of serious eye conditions.



References: 1. Gifford P, Gifford KL. The Future of Myopia Control Contact Lenses. *Optometry and Vision Science*. 2016;93(4):336-343. 2. Flitcroft D. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Progress in Retinal and Eye Research*. 2012;31(6):622-660. 3. Cooper J, O’Connor B, Watanabe R, Fuerst R, Berger S, Eisenberg N, Dillehay SM. Case series analysis of myopic progression control with a unique extended depth of focus multifocal contact lens. *Eye & Contact Lens*. 2018;4(5):e16-e24.

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**What all mums and dads should know**

## What causes myopia?



Myopia can be inherited from one generation to the next. **If mum or dad wears glasses, chances are their child will too.**<sup>1</sup>



**Lack of time spent outdoors** in the sun has been linked to the development of myopia.<sup>1</sup>



Spending more time **reading close-up on digital devices** can also contribute to a child's myopia.



## Good news!

We may be able to help slow or control your child's myopia with specially designed glasses, eye drops or contact lenses.

Today, there are incredible options like NaturalVue® Multifocal 1 Day Contact Lenses—**clinically effective for myopia progression control.**<sup>3\*</sup>



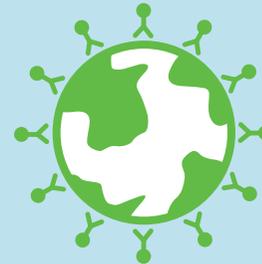
**98%** of children showed a decrease in myopia progression.<sup>3\*</sup>



**81%** of children showed a complete halt of progression, with some showing reversal.<sup>3\*</sup>

## What are the eye health risks?

The number of kids with myopia is **growing at an alarming rate around the world.**



**The younger your child develops myopia, the greater the risk** of serious eye conditions like retinal detachment, glaucoma, cataracts and even blindness.<sup>2</sup>

Beyond the eye health risks, myopia can **negatively impact your child's performance in school** and other activities.



Ask your eye care professional about **taking control of your child's myopia.**



\*Retrospective analysis of 32 children, ages 6 to 19, across 10 different practice locations who wore the lenses for 6-25 months.