

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.

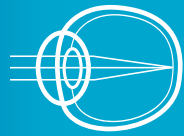
Limit your child’s time in front of computers, phones and tablets.

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

Encourage your child to spend more time outdoors

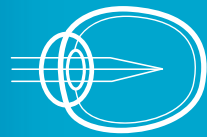
Outdoor light can be beneficial in slowing the onset or progression of myopia. Encourage outdoor time—at least 90 minutes a day.

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.**¹



Lack of time spent outdoors in the sun has been linked to the development of myopia.¹



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.**^{3*}



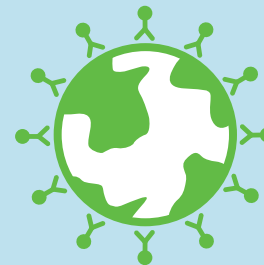
of children showed a **decrease in myopia progression.**^{3*}



of children showed a **complete halt of progression**, with some showing reversal.^{3*}

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.²

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.