

# Ready to take on myopia



CooperVision®  
Live Brightly.™

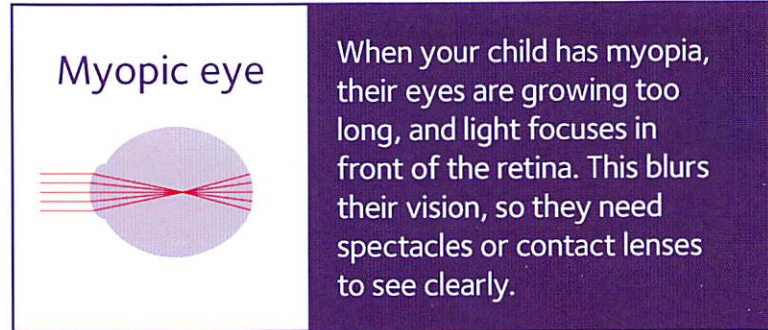
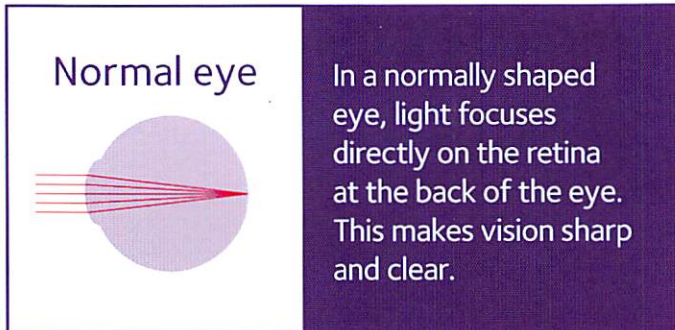
## MiSight® 1 day

The first soft contact lenses  
proven to slow myopia  
progression in children.<sup>1</sup>



# Why is it important to slow myopia progression?

Myopia, or short-sightedness, is related to how your child's eyes are growing.



**Controlling myopia in children is important because:**

- As their eyes grow and their myopia increases, the dependency on glasses increases
- This can reduce the ability of children to participate actively in sports and other activities
- Increasing myopia can lead to eye health problems in the future.

Myopia in young children gets worse as they get older because their eyes continue to grow.<sup>1,2</sup>

# MiSight<sup>®</sup> 1 day – the first soft contact lens proven to slow the progression of myopia.<sup>1\*</sup>

- A daily disposable contact lens suitable for myopic children as young as eight-years-old
- Clever ActivControl<sup>®</sup> Technology allows children to see clearly while slowing their myopia progression and eyeball growth
- Wearing MiSight<sup>®</sup> 1 day contact lenses is shown to reduce myopia progression in children by 59% on average, reducing their reliance on vision correction.<sup>1†</sup>



## MiSight<sup>®</sup> 1 day lenses are child-friendly.

Over a three-year period of studying **MiSight<sup>®</sup> 1 day** contact lenses in children ages 8–15 years:<sup>1</sup>

**90%** 

of children said they preferred wearing their **MiSight<sup>®</sup> 1 day contact lenses** over wearing their **spectacles**.

**90%**

of children could insert and remove **MiSight<sup>®</sup> 1 day lenses on their own.**<sup>‡</sup>

**100%** 

of parents said their children were **happy** with the experience of wearing contact lenses, including comfort, vision, ease of use and freedom from spectacles.

\* Compared with a single-vision, one-day lens over a three-year period.

† MiSight<sup>®</sup> 1 day contact lenses may not slow the rate of myopia progression in all children and will not cure myopia.

‡ As reported by parents.

# MiSight<sup>®</sup> 1 day soft contact lenses – helping you and your child take on myopia.

## See better today.<sup>1</sup>

- Easy-to-wear for children as young as eight years old\*
- Daily disposable lenses mean no complicated cleaning regimen
- Clear vision while doing schoolwork, playing outdoors, or watching TV.†

## See a better tomorrow.

- Proven to slow myopia progression for a lower prescription and better vision<sup>1‡</sup>
- Help your child realise their full potential
- Slowing the progression of myopia supports the long-term health of your child's eyes.

\*As reported by parents.

†From one-week through three-year visits.

‡Compared with a single-vision, one-day lens over a three-year period.

**REFERENCES:** 1. Data on file, CooperVision. 2. Flitcroft DJ. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res.* 2012;31(6):622-660.

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**Get ready to take on myopia.**

Ask your eye care professional about a trial of **MiSight<sup>®</sup> 1 day** soft contact lenses.



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