



CooperVision®  
Live Brightly.™

# Ready to take on myopia

## MiSight® 1 day

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



## MiSight® 1 day lenses are child-friendly.

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

**90%** 

of children said they preferred wearing their MiSight® 1 day contact lenses over wearing their spectacles.

**90%**

of children could insert and remove MiSight® 1 day lenses on their own.

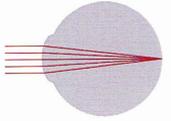
**100%** 

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

# Why is it important to slow myopia progression?

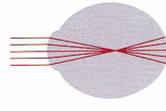
Myopia, or short-sightedness, is related to how your child's eyes are growing.

## Normal eye



In a normally shaped eye, light focuses directly on the retina at the back of the eye. This makes vision sharp and clear.

## Myopic eye



When your child has myopia, their eyes are growing too long, and light focuses in front of the retina. This blurs their vision, so they need spectacles or contact lenses to see clearly.

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 in sports and other activities
- Increasing myopia can lead to eye health problems in the future<sup>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>

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

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

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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