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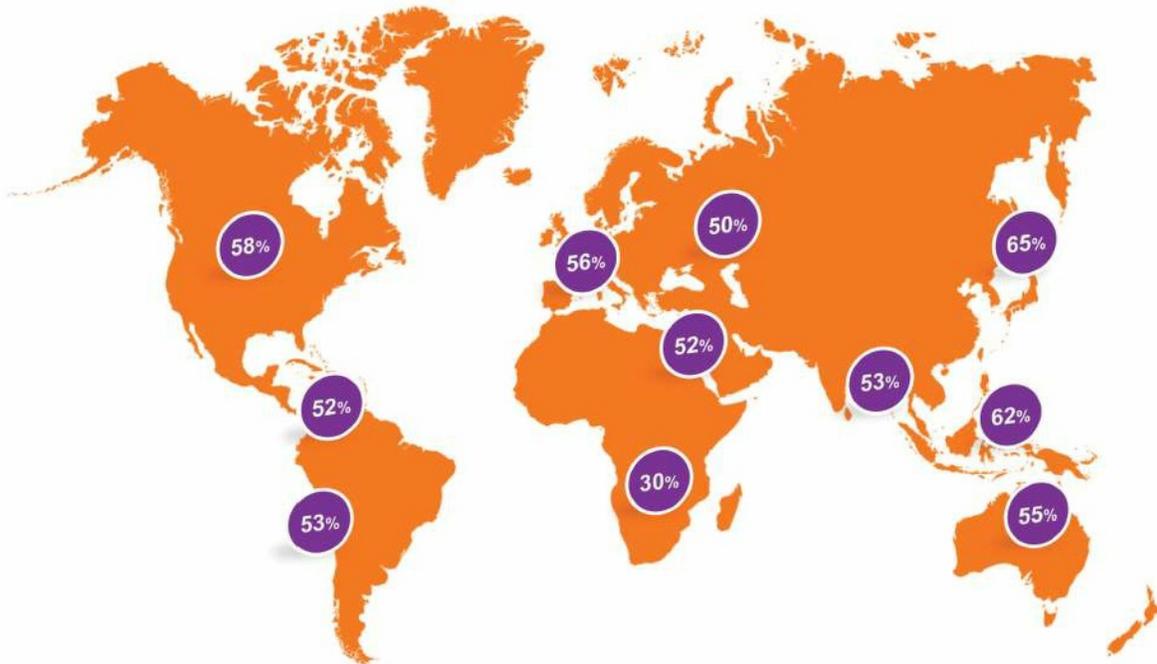
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Myopia: Facts and Figures

The prevalence of myopia is projected to increase from approximately two billion people worldwide in 2010 to almost five billion people in 2050 (more than 50% of the world's population), bringing with it near and long-term health challenges.

Holden BA, Fricke TR, Wilson DA, et al. Global prevalence of myopia and high myopia and temporal trends from 2000 through 2050. *Ophthalmology*. 2016;123(5):10361042.



Slowing myopia progression can significantly reduce the risk of myopia-related complications and vision loss later in life:

- High myopia can lead to substantial vision loss due to axial elongation
- Myopia significantly increases the risk of retinal detachment and myopic maculopathy
- Even low myopia levels are associated with a higher prevalence of glaucoma and cataracts

Flitcroft DI. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622660.

Past treatment options have included multifocal spectacles, Orthokeratology (OrthoK), soft multifocal contact lenses, and atropine. All have challenges and limitations.

MiSight® 1 day is the world's first oneday soft contact lens shown to substantially slow the progression of myopia in children.

Chamberlain P, Logan N, Jones D, GonzalezMejome J, Saw SM, Young G. Clinical evaluation of a dual-focus myopia control 1 day soft contact lens: 2-year results. Presented at: American Academy of Optometry (AAOPT) 95th Annual Meeting. Anaheim, CA, USA; 9 November 2016.



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ThreeYear Study Indicates Pioneering Contact Lens Therapy Effective in Slowing Myopia Progression in Children by 59%

- *CooperVision reports threeyear data from its Clinical Evaluation of a DualFocus Myopia Control 1Day Soft Contact Lens Study during the British Contact Lens Association Clinical Conference and Exhibition*
- *Innovative therapy substantially slows myopia progression and eye elongation as measured by refractive error and axial length at the threeyear mark*
- *Data illustrates high satisfaction and acceptance of contact lens wear from children and their parents, rapidly overcoming initial parental apprehension*

LIVERPOOL, ENGLAND, 10 June 2017 — A pioneering contact lens therapy has considerable potential to impact the rising prevalence of myopia (nearsightedness) in children, according to highlyanticipated study outcomes presented today at the British Contact Lens Association Clinical Conference in Liverpool, England.

In a featured podium session, CooperVision Senior Manager of Clinical Research Paul Chamberlain reviewed threeyear results from the clinical trial assessing a speciallydesigned, dualfocus myopia control 1day soft contact lens in reducing the rate of progression of juvenileonset myopia. The prospective, multi center, doublemasked, randomized multiyear study enrolled 144 myopic children aged 812 years from Singapore, Canada, England, and Portugal.

Threeyear findings indicated that use of the dualfocus contact lens — which has alternating visual correction and treatment zones — was effective in slowing myopia progression: 59% as measured by mean cycloplegic spherical equivalent (SE) and 52% as measured by mean axial elongation of the eye when compared to the children in the control group wearing a single vision 1day contact lens.

No other prospective randomized controlled study has offered conclusive data for such a high degree of continued efficacy in myopia management using a 1day soft contact lens over three years. The contact lensbased approach does not induce common side effects exhibited by some alternative pharmacological therapies.

The prevalence of myopia is projected to increase from approximately two billion people worldwide in 2010 to almost five billion people in 2050¹, bringing with it nearand longterm health challenges.

“Myopia’s growth has been dizzying, and now affects the vast majority of young adults in some countries, especially in East Asia,” said Arthur Back, Chief Technology Officer for CooperVision and a leading voice on myopia management. “Not only does it create blurred vision, but also increases the likelihood of conditions later in life such as glaucoma, cataract, retinal detachment and myopic maculopathy if not addressed.

“Early intervention by parents, in partnership with eye care professionals, is essential the near and long term health and wellbeing of their children. The CooperVision MiSight® dualfocus 1day lens used in this study provides a new, effective and repeatable approach.”

Ensuring that children wear and are happy with the lens is of critical importance to the therapy’s effectiveness. Threeyear results indicated the dual focus lens was well accepted by children, and did not affect their daily activities such as school work, reading, playing outside, and computer use when compared to the control group². Children in both the test and control groups had a higher satisfaction with contact lenses over spectacles.

Parents of study participants also had a very positive response, noting their children could mostly manage their lens wear independently. Prior to dispensing contact lenses, less than half of the parents were extremely at ease with their child wearing contact lenses, but this increased significantly to 79% after just one month and remained high through the threeyear mark. After their children had worn MiSight® 1 day contact lenses for three years, almost 9 out of 10 parents rated their children 'extremely happy' with the overall experience of wearing contact lenses³.

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¹ Holden et al, *Ophthalmology* 2016.

² From oneweek through threeyear visits.

³ Children ages 8-15.