

Has your child had their eyes tested?

40% of Australian and New Zealand children

have not been to an optometrist to have an eye test before their ninth birthday.¹

By 2050 it is predicted that more than half of the world's population will be myopic² (short-sighted).

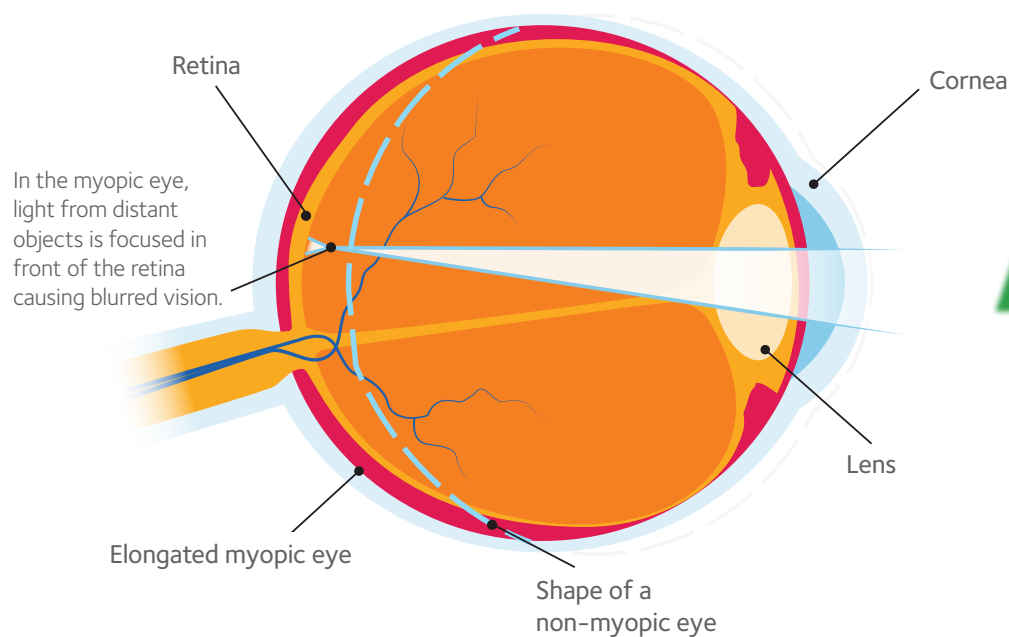


What is myopia (short-sightedness)?

Myopia, often referred to as nearsightedness or short-sightedness, is a common eye condition in which light is focused in front of the retina, resulting in blurred distance vision. People with myopia can often see quite clearly up close but in the distance it will be blurred.

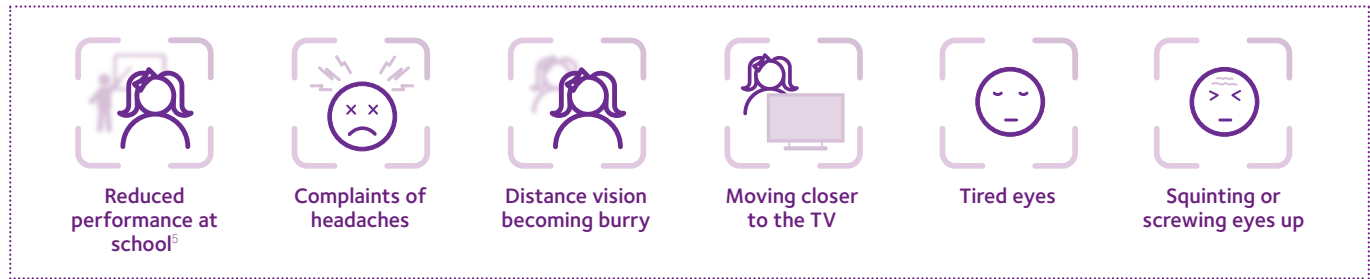
The myopic eye

Eyeball growth occurs through childhood and adolescence. Myopia arises if the eyeball grows too long for the focusing power of the eye. Myopia typically onsets in childhood and progresses until maturity.



What to look out for

In many cases, there will be no signs of myopia at all. However, if there are signs,^{3,4} they might include:



What you can do

It has been established that managing myopia in its early stages can slow its progression, reducing the potential risk of developing high myopia.

It is therefore important to have your child's eyes tested regularly by an Optometrist.

If you think your child might be myopic (short-sighted), ask us about approaches that can be used to manage myopia and slow its progression. There are a number of recognised management options with more being developed.

MiSight® 1 day contact lenses are proven to significantly slow the progression of myopia⁶ (short-sightedness).



This product may not be right for you, refer to your optometrist for advice. Read the instructions for use before purchase (<https://coopervision.net.au/patient-instruction>) and follow the instructions for use. References: 1. CooperVision Australia and New Zealand: Child Myopia in Australia and New Zealand – consumer perceptions survey. Conducted by YouGovGalaxy August/September 2018. 2. The impact of myopia and high myopia: Report of the Joint World Health Organisation – Brien Holden Vision Institute Global Scientific Meeting on Myopia. University of New South Wales, Sydney Australia. 16-18 March 2015. 3. <http://visionsource.com> 4. <http://aao.org> 5. The impact of myopia and high myopia: Report of the Joint World Health Organization – Brien Holden Vision Institute Global Scientific Meeting on Myopia. University of New South Wales, Sydney, Australia. 16-18 March 2015. 6. Chamberlain P, Peixoto-de-Matos SC, Logan NS, et al. A 3-year Randomised Clinical Trial of MiSight Lenses for Myopia Control. *Optom Vis Sci* 2019; 96(8): 556-567. MiSight® and CooperVision® are registered trademarks of the Cooper Companies, Inc. and its subsidiaries. EMVCO0788 ©2021 CooperVision.

**Contact us today
to make an
appointment**