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## CooperVision's Brilliant Futures™ Myopia Management Program featuring MiSight® 1 day is Now Available in Canada

**RICHMOND HILL, ON., November 2, 2020**—CooperVision announced today the Canadian launch of the Brilliant Futures™ Myopia Management Program featuring the innovative MiSight® 1 day contact lens<sup>1</sup>.

The Brilliant Futures™ Myopia Management Program seeks to create a new standard of care for children with myopia. It provides inclusive practice, child and parent support to create the optimal environment for compliance, satisfaction, clinical outcomes and long-term loyalty, all via a comprehensive management program featuring MiSight® 1 day daily disposable contact lenses. MiSight® 1 day is the first soft contact lens clinically proven to slow the progression of myopia (or nearsightedness) in age appropriate children<sup>2</sup>.

The Brilliant Futures™ Myopia Management Program features:

- **Ongoing education and support** on the MiSightPro™ resource portal.
- Support from a **dedicated Myopia Management Specialist** to answer any questions regarding myopia management or the Brilliant Futures program.
- **Free** product shipping, including directly to patients' homes
- **Hassle-free** return policy
- **A Brilliant Futures™ resource portal to help patients stay compliant with their lens-wearing schedule and engaged with their program of care**, providing convenient access to myopia management information, lens handling instructions and videos, and more.

In order to support the Brilliant Futures™ program and Eye Care Professionals across North America, CooperVision has launched a comprehensive direct-to-consumer campaign, partnering with Sarah Michelle Gellar, to raise awareness of myopia and the importance of regular comprehensive eye exams.

Myopia causes light rays to focus at a point in front of the retina rather than directly on the surface, due to elongation of the eye. Myopic progression has been linked to sight-threatening conditions later in life such as cataracts<sup>3</sup>, retinal detachment<sup>3</sup>, glaucoma<sup>3</sup> and myopic maculopathy<sup>4</sup>. Even children with fairly mild prescriptions have a higher risk of glaucoma and retinal detachment later in life<sup>5</sup>, compared to their non-myopic peers, and the risk multiplies as their prescriptions get stronger<sup>6</sup>. This is echoed in a seminal 2015 report on the issue from the World Health Organization (WHO), which declared that “myopia and high myopia are increasing globally at an alarming rate, with significant increases in the risks for vision impairment from pathologic conditions associated with high myopia<sup>7</sup>.”

CooperVision's research into MiSight® 1 day's effectiveness has been far-reaching. This includes the prospective, multi-center, double-masked, randomized multi-year study that enrolled 144 myopic children aged 8-12 years at the initiation of treatment from Singapore, Canada, the United Kingdom and Portugal. Three-year peer-reviewed results published in *Optometry and Vision Science* in August 2019 indicated that use of MiSight® 1 day was shown to slow myopia progression: an average of 59% as measured by mean cycloplegic spherical equivalent (SE) and an average of 52% as measured by mean axial elongation of the eye<sup>2</sup>.



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The trial has continued with highly encouraging results reported for years [four](#) and [five](#), in which the original control group was refit into MiSight® 1 day. This included older children, some of whom are now wearing the contact lens in their late teens.

The MiSight® 1 day lens is already being successfully worn by thousands of myopic children in many parts of the world, including right here in Canada, the United Kingdom, Spain and Australia, where age ranges for initial fitting may vary<sup>8</sup>. It has been recognized as one of the most innovative developments in myopia management by the likes of the [British Contact Lens Association](#) and international industry media.

Generally, myopia first occurs in school-age children and progresses until about age 20<sup>9</sup>. A pilot study, conducted by the Centre for Ocular Research & Education (CORE), the University of Waterloo's School of Optometry & Vision Science and the Canadian National Institute for the Blind, sheds light on the prevalence of myopia in Canadian children. According to the study findings, almost 30% of children aged 11-13 are myopic<sup>10</sup>. This is due in part to changing lifestyles, with children spending less time outdoors and more time spent focusing on close objects such as digital screens.

To learn more, please visit [coopervision.ca/practitioner/myopia-management](https://coopervision.ca/practitioner/myopia-management).

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MiSight® 1 day contact lenses are currently approved for sale in the United States, Canada, the United Kingdom, France, Spain, Portugal, Netherlands, Belgium, Germany, Austria, Switzerland, the Nordic Region, Chile, Israel, Singapore, Malaysia, Hong Kong, Australia and New Zealand. MiSight® 1 day is not approved in Japan.

<sup>1</sup> **CANADIAN INDICATIONS FOR USE:** MiSight (omafilcon A) Soft Contact Lenses for Myopia Control may reduce the rate of myopia progression in children (6-18) and correct ametropia. Reduction of myopia progression was observed in children with wearing time of 12 hours (8-16 hours) per day, 6.4 days (5-7) per week in a clinical study. Permanent myopia control after lens treatment is discontinued is not supported by clinical studies. MiSight (omafilcon A) Soft Contact Lenses for Myopia Control are indicated for single use daily disposable wear. When prescribed for daily disposable wear, the lens is to be discarded after each removal.

<sup>2</sup> Compared to a single vision 1 day lens over a 3 year period. Chamberlain P, et al. A 3-year Randomized Clinical Trial of MiSight Lenses for Myopia Control. *Optom Vis Sci.* 2019;96(8):556–567.

<sup>3</sup> What You Should Know if Your Child is Nearsighted (Infographic). Retrieved October 29, 2019 from: <https://www.allaboutvision.com/parents/myopia-facts-infographic.htm>

<sup>4</sup> Macular Society. Myopia, Pathological Myopia and Myopic Macular Degeneration. Retrieved October 29, 2019 from: <https://www.macularsociety.org/sites/default/files/resource/Macular%20Society%20Factsheet%20-%20Myopic%20Macular%20Degeneration%202017%20-%20ACCESS.pdf>

<sup>5</sup> Flitcroft, D. (2012). The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Progress in Retinal and Eye Research.* 31(6): 622-660.

<sup>6</sup> Bourne RR, Stevens GA, White RA, Smith JL, Flaxman SR, Price H et al. Causes of vision loss worldwide, 1990-2010: a systematic analysis. *Lancet Global Health.* 2013;1:e339–e349.

<sup>7</sup> 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.

<sup>8</sup> Chamberlain P, Logan N, Jones D, Gonzalez-Mejome J, Saw S-M, Young G. Clinical evaluation of a dual-focus myopia control 1 day soft contact lens. 3-year results (2016 American Academy of Optometry Annual Meeting) and 5-year results (2019 BCLA Clinical Conference & Exhibition).



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<sup>9</sup> Holden et al, - Global Prevalence of myopia and high myopia and temporal trends from 2000 through 2050. *Ophthalmology* 2016. 123(5):1036-1042

<sup>10</sup> Yang, M., Luensmann, D., Fonn, D. et al. Myopia prevalence in Canadian school children: a pilot study. *Eye* 32, 1042–1047 (2018). <https://doi.org/10.1038/s41433-018-0015-5>

#### **About CooperVision**

CooperVision, a unit of The Cooper Companies, Inc. (NYSE:COO), is one of the world's leading manufacturers of soft contact lenses. The Company produces a full array of monthly, two-week and daily disposable contact lenses, all featuring advanced materials and optics. CooperVision has a strong heritage of solving the toughest vision challenges such as astigmatism and presbyopia; and offers the most complete collection of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit [coopervision.com](http://coopervision.com).

#### **About The Cooper Companies**

The Cooper Companies, Inc. ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in Pleasanton, Calif., Cooper has more than 12,000 employees with products sold in over 100 countries. For more information, please visit [www.coopercos.com](http://www.coopercos.com).

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