



CooperVision Proudly Names Mitsou as Québec Spokesperson to Raise Awareness Around Myopia in Children

Increased use of near vision among children has sparked concerns of myopia development¹



MONTREAL, QC., August 31, 2021 — CooperVision Canada, a global leader in [myopia management](#), today announced that popular Québec pop singer, businesswoman, actress, television and radio host Mitsou Gélinas has become their new spokesperson for a campaign to raise awareness about myopia in children.

This new campaign featuring Mitsou will focus on the causes and treatment options for myopia in children. Spanning several weeks, the campaign will consist of advertising buys and interviews in local Québec media, as well as content sharing across CooperVision's and Mitsou's social media platforms. The goal of this partnership is to not only build awareness on the short and long-term effects of children's myopia, but also educate Québec parents about the impact that habits adopted during the pandemic could be having on the eyes of Canadian children^{2,3}.

According to a recent survey by CooperVision Canada and Maru/Blue, 59 per cent of Canadian parents reported their children under the age of 14 were spending more

time doing activities that require near vision compared to before the pandemic⁴. Experts believe this increased use of near vision could have long-term negative effects on the eye health of Canadian children^{2,3}. Especially concerning is myopia⁵, a serious eye condition which can worsen due to excessive use of near vision¹ combined with a lack of natural light⁶.

“I was thrilled when CooperVision Canada reached out to me asking if I would like to collaborate with them. Children’s myopia is a cause that strongly resonates with me because my family and I all have eyesight problems,” said Mitsou. “I’ve seen my kids with their eyes stuck to their electronics during the pandemic and as a parent, I was naturally worried. I’ve learned a lot while working with CooperVision and I’m looking forward to sharing all this knowledge with Québec parents in the coming weeks.”

“It is no surprise that over the past year and a half, children have been using their near vision more than before the pandemic, so it is critical to remind parents of the importance of getting their kids’ eyesight checked before they begin school,” said Dr Langis Michaud, optometrist, professor, and dean of the University of Montreal’s optometry school. “If myopia is detected, a myopia management program is the best way to try to manage this condition.”

Since its launch in November 2020, CooperVision’s Brilliant Futures™ Myopia Management Program has been groundbreaking to consumer education on myopia management. The program is built around MiSight® 1 day, the first and only soft contact lens approved by the FDA* to slow the progression of myopia in children aged 8-12 at the initiation of treatment^{†7}. MiSight® 1 day is also authorized for sale by Health Canada for myopia control.

“As a new school year is about to begin, we were delighted to be able to partner with Mitsou and tap into her popular and credible voice to remind parents that an eye exam to check their children’s eyesight should be part of the back-to-school to-do list if they want to set their children up for success,” said Enrique Contreras, Country Manager for CooperVision Canada. “We believe that, along with eye care professionals, we have a responsibility to raise awareness and educate parents on serious eye health issues such as myopia and offer solutions to help their age-appropriate child reach their full potential.”

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[†] Compared to a single vision 1 day lens over a 3-year period.

*** USA Indications for use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal. **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.

References:

¹ Huang HM, Chang DS, Wu PC. The Association between Near Work Activities and Myopia in Children-A Systematic Review and Meta-Analysis. *PLoS One*. 2015 Oct 20;10(10):e0140419. doi: 10.1371/journal.pone.0140419. PMID: 26485393; PMCID: PMC4618477.

² Klaver CCW, Polling JR, Enthoven CA. 2020 as the Year of Quarantine Myopia. *JAMA Ophthalmol.* 2021;139(3):300–301. doi:10.1001/jamaophthalmol.2020.6231

³ Moore, S.A., Faulkner, G., Rhodes, R.E. et al. Impact of the COVID-19 virus outbreak on movement and play behaviours of Canadian children and youth: a national survey. *Int J Behav Nutr Phys Act* 17, 85 (2020). <https://doi.org/10.1186/s12966-020-00987-8>

⁴ CooperVision data on file 2021. Children Myopia Awareness, Maru/Blue online panel survey 5/7/21 to 5/11/21 of n=509 parents (with children under 14) in Canada

⁵ Wang J, Li Y, Musch DC, et al. Progression of Myopia in School-Aged Children After COVID-19 Home Confinement. *JAMA Ophthalmol.* 2021;139(3):293–300. doi:10.1001/jamaophthalmol.2020.6239

⁶ Xiong S, Sankaridung P, Naduvilath T, Zang J, Zou H, Zhu J, Lv M, He X, Xu X. Time spent in outdoor activities in relation to myopia prevention and control; a meta-analysis and systematic review. *Acta Ophthalmol.* 2017;95(6):551-566.

⁷ Chamberlain P, et al. A 3-year Randomized Clinical Trial of MiSight Lenses for Myopia Control. *Optom Vis Sci.* 2019, vol. 96, no 8, p. 556-567.

About CooperVision

CooperVision, a division of CooperCompanies (NYSE:COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio 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 www.coopervision.ca.

About CooperCompanies

CooperCompanies ("Cooper") is a global medical device company public traded on 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 San Ramon, Calif., Cooper has a workforce of more than 12,000 with products sold in over 100 countries. For more information, please visit coopercos.com.

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