



BACK TO SCHOOL

ESSILOR OFFERS A NEW EDITION FROM HIS SIGHT GUIDE FOR CHILDREN

Montreal – August 16, 2021

Everyone deserves the life-changing benefits of vision correction and vision protection: this is the belief that Essilor defends around the world.

This is why the world leader in the ophthalmic industry is pleased to present its sight guide just in time for back to school. Originally published in 2019, **this 24-page booklet, intended primarily for children between the ages of 7 and 11, in French and English, is made available to everyone in order to raise public awareness of the importance of good vision.**

A fun and educational tool for children

Seeing well is essential for everyone. For children, seeing well is a fundamental need for their development and their learning.

"Your vision: everything you need to know about your superpower" explains in a fun way and thanks to colorful illustrations the importance of eyes and visual health to children. The guide presents how the eye works, the vision problems that people may encounter during their lifetime, the right behaviors to adopt to take care of their eyesight, such as the rules for using screens and the need to protect their eyes of the sun.

Through quizzes and tests, the teaching guide encourages the child to meet an optometrist, "the super-defender of eyesight", in order to check the good health of his eyes and play down the wearing of glasses. "The glasses team", that of the superheroes!

Finally, games and coloring make this guide the perfect playmate for every child.



A guide available to everyone, and also to eye care professionals

It is important to realize that while visual defects are overwhelmingly easy to correct, they can commonly go unnoticed.

This is why the last section of the guide is dedicated specifically to parents to remind them that regular visits to an optometrist is useful to know exactly where their child's sight is.



While 25% of school-age children suffer from vision problems*, **this guide is part of Essilor's corporate mission (improving lives by improving sight), which makes it available free of charge to eyecare professionals.**

They can then have copies in their waiting room and give them to the children before they go to the examination room or during discussions with their parents.

For more information and get teaching guides for their offices, eyecare professionals can contact their Essilor Business Consultant. The guide is also available to everyone on Essilor Canada's website: [see here](#).

Contact

Chantal Iturria

Chief, Communication et Media relations - Essilor Canada

citurria@essilor.ca

**Cheng D, Schmid KL, Woo GC, Drobe B., "Randomized trial of effect of bifocal and prismatic bifocal spectacles on myopic progression: three-year results of a randomized clinical trial, 2014", JAMA Ophthalmol. doi:10.1001/jamaophthalmol.2013.762 / In the 3-year trial, an average 51% reduction of myopia progression was seen in children wearing prismatic bifocal lenses versus children wearing single vision lenses*