

Give your child  
**a better outlook  
on life.**



**ZEISS MyoCare  
portfolio**

A new age-specific spectacle  
lens portfolio to manage  
myopia progression in children.

[zeiss.co.uk/vision](https://zeiss.co.uk/vision)



Seeing beyond





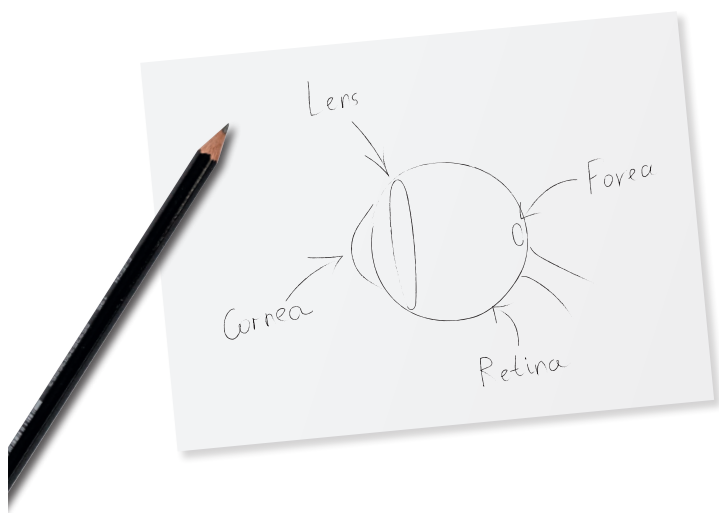


# Myopia is a worldwide concern.

By 2050, it is estimated that nearly 50% of the world's population may be myopic.<sup>1</sup> The prevalence of myopia in Asia is already a big concern - up to 90% of people below the age of 20 are myopic.<sup>2</sup> In Europe, prevalence estimates are rapidly increasing.

Changes in children's lifestyle, for example due to increased near work or less time spent outdoors, have contributed to an earlier onset of myopia.<sup>3</sup>

# But what is **myopia** exactly?



Myopia is also called short-sightedness. When a short-sighted person looks into the distance, a blurred image is produced in the eye (on the retina).

As children grow, their eyes become longer. The level of myopia increases if eye elongation is more than it should be at a given age.

If a child's visual system does not perform optimally, it can

negatively influence their development.<sup>4</sup> For example, vision-related learning problems can occur if they struggle to do everyday activities such as working in the classroom, or playing sports.

If progressing myopia is left untreated, it can negatively impact a child's quality of life and increase the risk of developing long-term vision issues.



### Did you know?

Myopia is measured in units called dioptres.

**Every dioptre of myopia matters**, so it is best treated as soon as it is detected.





**Did you know?**

Myopia progresses faster  
in younger children.<sup>5</sup>

# What causes myopia?

There are multiple causes that contribute to the increasing prevalence of myopia:<sup>6</sup>

1

## **Genetic aspects:**

- When one or both parents are short-sighted there is an increased risk that the child will also become short-sighted.

2

## **Environmental and lifestyle causes:**

- Excessive near work, such as intense activity with smartphones or books.
- Everyday life increasingly takes place indoors, leading to a lack of natural light.

3

## **Additional factor:**

- Because “early onset” implies more years of progression, myopes younger than seven are at greater risk of developing high myopia.<sup>7</sup>

## Myopia treatment options

There are several approaches to manage myopia progression:



### Corneal reshaping (Orthokeratology)

Specialised rigid contact lenses worn overnight to temporarily change the curvature of the cornea for clear daytime vision.



### Soft contact lenses

Daytime-wear soft contact lenses with a specialised centre-distance design that simultaneously create clear and defocused areas in the back of the eye (on the retina).



### Spectacle lenses

The least invasive and most accessible method, without the risks and side effects associated with other solutions. Specialised spectacle lenses correct vision and can help to control myopia progression at the same time.



### Pharmaceutical methods

This involves the application of pharmaceutical products, for example low doses of atropine drops.





### **Outdoor activities**

Frequent outdoor activity, a minimum of 2 hours of intermittent outdoor time per day including additional outdoor time after school, is recommended to prevent or delay the onset of myopia.<sup>9</sup>



### **A specialised solution**

Progressive myopia in children must be corrected with a visual solution that gives the child clear, comfortable vision, while also managing the progression. Unfortunately, it is most often treated with standard spectacle or contact lenses, which only correct the current state of myopia without slowing down progression.

**ZEISS MyoCare lens portfolio addresses good vision and myopia progression.**



Let your child see their world clearly – every little detail counts. The **ZEISS MyoCare designs** are our best spectacle lens solutions aimed to slow down the progression of myopia.

100% of children wearing ZEISS MyoCare designs **adapted to the lenses within 1 day.**<sup>10</sup>

# Let's help you give your child the vision care they deserve.

MyoCare lenses are the first age-specific myopia management solution from ZEISS.

Your eyecare practitioner will advise which design best suits your child's needs, depending on age.

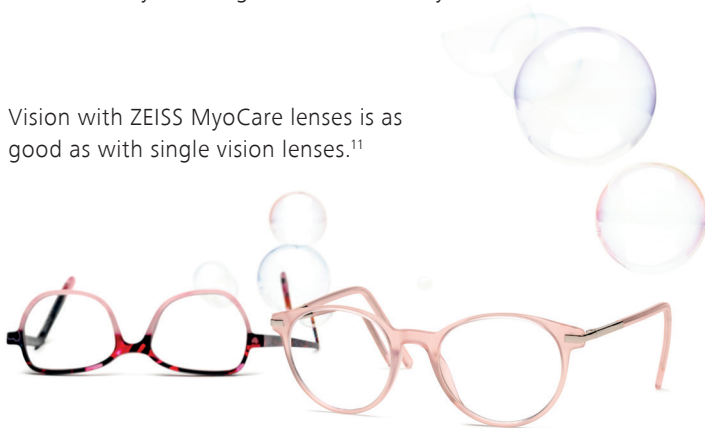


**MyoCare®**  
for children younger  
than 10 years of age



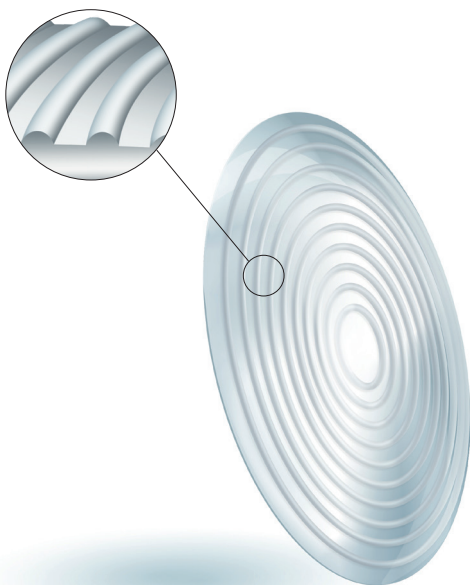
**MyoCare® S**  
for children aged  
10 years and above

Vision with ZEISS MyoCare lenses is as good as with single vision lenses.<sup>11</sup>



## How do ZEISS MyoCare lenses work?

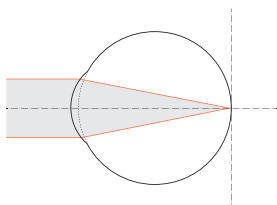
ZEISS MyoCare lenses are backed by ZEISS innovation and more than a decade of experience in developing lenses aimed to manage myopia progression.



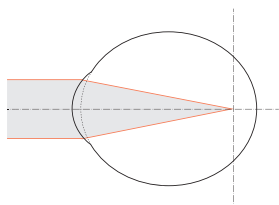
### **ZEISS C.A.R.E.® technology (Cylindrical Annular Refractive Elements)**

Myopia can be managed by slowing down the eye elongation. Our MyoCare designs feature a central clear zone for optical vision correction. Special **C.A.R.E.® elements** are featured from the edge of the clear zone expanding to the edge of the lens. This technology aims to slow down the elongation of the eyeball, while delivering comfortable and good vision.

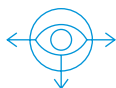
## **Eyeball lengths**



Emmetropic (E)



Myopic or short-sighted (M)



### **ZEISS ClearFocus design**

Peripheral retinal hyperopic defocus can trigger elongation of the eyeball which leads to further myopia progression. The back surface of the lens is optimized to give the correct lens power and to minimise unwanted defocus – no matter where the eyes look through the lenses.



### **ZEISS DuraVision coating**

An anti-reflective coating with scratch resistant properties that is applied to the lens surface to make it more robust – perfect for active young children.\*



### **ZEISS UVProtect technology**

Full UV protection, which means your child's eyes are protected when they are playing outside.

\* ZEISS DuraVision Kids is a great solution with all-round protective features. It also offers excellent anti-reflective properties to give young customers undisturbed vision and low UV reflectance on the back of the lens.



# How you can help your child



**Let them play outside!** Research shows that a minimum of 2 hours of intermittent outdoor time per day can prevent or delay the onset of myopia.



**Encourage good near-work habits:** Try to limit near-vision tasks, like playing on a smartphone or tablet. If your child loves reading, let them take regular breaks. Avoid working distances closer than 20 cm.<sup>12</sup>



**Take them for regular eye check-ups.**

Early detection is key not just for correcting your child's vision but also for managing their myopia progression as soon as possible.



**Make sure they wear their glasses as often as possible!**