

MYOPIA CONTROL

Protect your child's future vision



WHAT IS MYOPIA

For people who are myopic, near objects are clear while distant objects appear blurry. This is usually because the eye becomes too long to focus correctly.

Myopia, or short-sightedness, has become worryingly prevalent and has reached epidemic levels. An estimated 2.5 billion people will be affected worldwide by 2020*.

The condition is influenced by both genetic and environmental factors. So, a child is more likely to develop myopia if one or both of their parents have the condition, but the recent prevalence cannot be explained by genetics alone.

Unfortunately, a childhood diagnosis of myopia means life-long eye care and worse still, the condition brings with it a higher risk of developing serious eye conditions, such as retinal detachment and glaucoma.

*The Myopia Epidemic - Brien A Holden

MYOPIA PREVENTION

Research indicates that children who are genetically predisposed to myopia (children with short-sighted parents) can reduce their chances of developing the condition by increasing the amount of time they spend outdoors.

It is believed that natural outdoor light on the retina protects the eye from lengthening and therefore becoming myopic.

Around 14 hours a week spent outdoors has been shown to reduce the chance of a person becoming myopic - even in overcast weather.

Unfortunately, once a child becomes short-sighted, the amount of time spent outdoors ceases to impact on the eye, so exposure to natural light is only preventative. It should however, be considered from as early in a child's life as possible.

Contrary to previous theories, excessive homework or reading are not factors that contribute to the onset of myopia.



MYOPIA CONTROL

For children who are myopic, there is currently no cure. The physical change of the elongated eyeball cannot be reversed (even laser-eye surgery can't do this). That is why myopia control is so important.

The aim is to slow down, or halt, the progression of myopia, and this is becoming increasingly effective, especially in children and teenagers.

Orthokeratology (or ortho-k) is playing a key role in myopia control all over the world. Recent studies have indicated that myopia develops at a much slower rate and can even be halted when children are fitted with ortho-k lenses.

The results vary for each individual child, but most experts maintain that these lenses are the best available option for children suffering from myopia.

INTRODUCING EYEDREAM

EyeDream is a form of orthokeratology. These groundbreaking lenses are worn overnight to gently reshape the front of the eye. In the morning, the lenses are removed and the wearer can enjoy crisp, corrected vision all day.

EyeDream lenses are effective, affordable and have proved life-changing for thousands of people.

Check out the EyeDream explainer video at:
www.eyedreamlenses.com



EyeDream offers children and parents many benefits, including:



MYOPIA CONTROL

Ortho-k lenses such as EyeDream, offer children and parents the best opportunity to reduce or halt the progression of myopia.



ACTIVE LIFESTYLE

EyeDream offers children the freedom and confidence to swim, play sports and enjoy an active lifestyle without the restrictions of specs or contact lenses.



PEACE OF MIND

EyeDream lenses are worn at night and at home so lens wear & care can be monitored - and, no more lost specs or contacts!

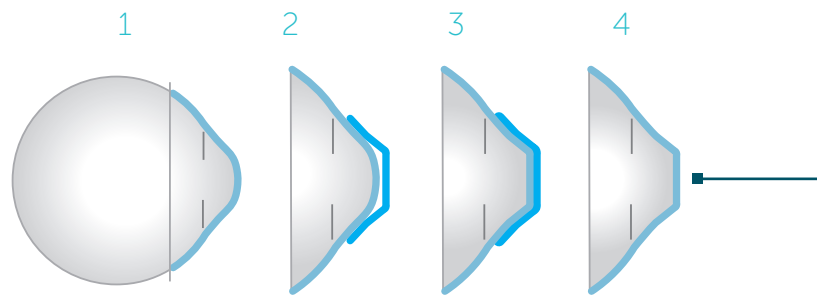


EYEDREAM, THE SCIENCE

EyeDream lenses gently reshape the curvature of the eye overnight. Upon waking, the slight change in cornea curvature is enough to create clear, sharp vision for the duration of the day.

In addition, it is believed that the resulting refocusing of light on the peripheral retina slows down the progression of myopia in children.

EyeDream is only ever performed by an optician. It is non-invasive, comfortable and safe.



1. Uncorrected, myopic eye. Distant objects appear blurred
2. EyeDream contact lens put in at night, before sleep
3. EyeDream lens gently alters the curvature of the cornea
4. EyeDream lens is removed in the morning, creating clear, crisp vision that lasts all day

Actual change on eye = 50μ (half the diameter of a human hair!)

PRESRIPTION RANGE

EyeDream is recommended for patients with mild to moderate myopia:

- A spherical spectacle prescription of $-0.75D$ up to $-5.00D$
- Astigmatism of up to $-2.50D$.



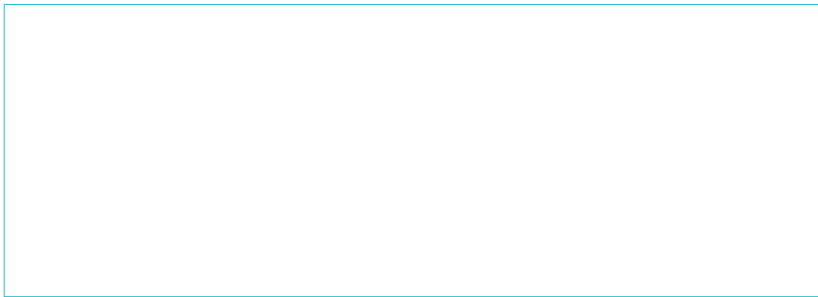
More questions? Visit our website:

www.eyedreamlenses.com

HOW MUCH WILL EYEDREAM COST?

EyeDream is comparable in price to wearing a pair of quality daily-disposable contact lenses every day. We recommend replacing your EyeDream lenses every six months to ensure that they continue to provide optimum vision correction.

Ask your eye-care practitioner about EyeDream today:



For news, patient stories, videos and more, visit:

www.eyedreamlenses.com



www.facebook.com/eyedreamlenses

For ortho-k and myopia control peer reviewed studies, visit:

www.myopiaprevention.org

