MYOPIA

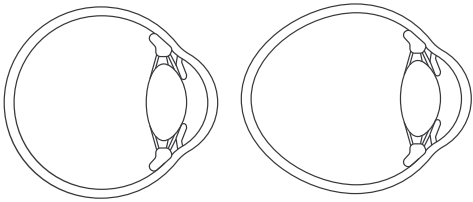
IT'S TIME TO ACT!

markennovy

DID YOU KNOW THAT MYOPIC EYES ARE LONGER?

At birth, the human eye usually measures around 17mm from front to back, a measurement referred to as axial length. During our first year of life, eye growth is most accelerated, reaching an axial length of 21mm[1]. The growth of a non-myopic eye then typically slows down until adolescence when the axial length stabilises at around 23 to 24mm.

The axial length of a myopic eye on the other hand continues growing disproportionately, becoming elongated. This causes blurred distance vision as light comes to focus in front of the retina.



NORMAL EYE MYOPIC EYE

WHY IS EARLY INTERVENTION SO IMPORTANT?

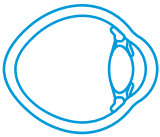
The elongation of a myopic eye not only compromises our vision, but also the integrity of our eye's structures. This can increase the likelihood of blinding ocular complications, irrespective of the level of myopia.[2-5]

LEVEL OF MYOPIA	CATARACTS	GLAUCOMA	RETINAL DETACHMENT	MYOPIC MACULAR DEGENERATION
-1.00 TO -3.00 D	2X	4X	3X	2X
-3.00 TO -6.00 D	3X	4X	9X	10X
OVER -6.00 D	5X	14X	22X	41X

Figure 1: Ocular complications risks according the level of myopia.

WHAT ARE THE RISK FACTORS[6] FOR MYOPIA?

There are a handful of elemental factors that put us at risk for myopia.



REFRACTIVE ERROR

+0.75 or less at age 6-7 years indicates higher risk in the future

AGE

Children under age 9 have a faster progression

PARENTAL MYOPIA

One or both parents are myopic

ETHNICITY/GEOGRAPHY

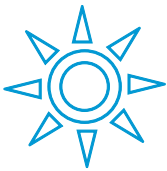
Individuals of East Asian descent are at higher risk

LIFESTYLE FACTORS ARE ALSO FUELLING THE MYOPIA BOOM[6]

Two important lifestyle trends are currently accelerating myopia progression.

MORE NEAR WORK

More than 2.5 hours per day



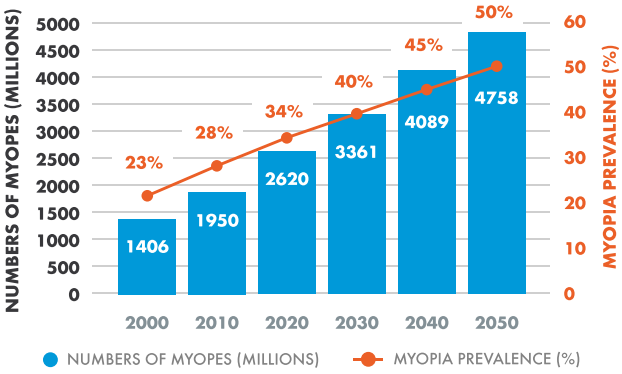
LESS OUTDOOR TIME

Less than 1.5 hours per day

ONE OUT OF TWO PEOPLE WILL BE MYOPIC BY 2050[7]

On a global scale, myopia currently affects around 33% of the population. Although this is already a concerning rate, future myopia prevalence is even more alarming, with 50% of the global population projected to be myopic by 2050.

Myopia prevalence in Europe is expected to follow the global trend, reclassifying myopia from refractive error to pandemic.



WHAT IS THE BEST AGE TO BEGIN MANAGING MYOPIA?

It is never too early or too late to begin myopia management. Generally, it is recommended to start when progression exceeds the average of -0.50 dioptres[8] or around 0.2mm in axial length per year[9].

If the level of myopia is low, or a progression trend has yet to establish itself, starting with regular check-ups to monitor myopia may be most advisable.

Again, if myopia is progressing, there is always time to act. Ask your optician!

MYLO: A NEW MYOPIA MANAGEMENT SOFT CONTACT LENS

POWERED BY THE TECHNOLOGY OF
THE BRIEN HOLDEN VISION INSTITUTE

MYLO contact lenses are powered by the Brien Holden Vision Institute's patented Extended Depth of Focus technology, which has been proven effective in reducing myopia progression and, therefore, the inherent risks associated with higher levels of myopia.

Individually crafted from our innovative silicone hydrogel material, MYLO provides an excellent balance of comfort and oxygen transmission to the eye. Its wide range of parameters supports a more precise contact lens fit, allowing MYLO to be carefully calibrated to your eye at any age or stage of myopia management.

Ask your Eye Care Professional how MYLO could be a perfect fit for managing myopia.

SCAN TO SEE HOW
SOFT CONTACT LENSES
CAN REDUCE
MYOPIA PROGRESSION[10]

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SIMPLE LIFESTYLE CHANGES CAN HELP KEEP MYOPIA LOW!

The following practices can impede the onset of myopia:

1. Spending at least 90 minutes per day outdoors.
2. Taking regular breaks from near work.
3. Limiting near tasks after school to 2 hours per day.
4. Increasing exposure to natural lighting.

ABOUT MARK'ENNOVY

mark'ennovy is dedicated to providing a more precise contact lens fit to a greater number of wearers. Today it is estimated that **ONE OUT OF EVERY FOUR** contact lens wearers receives a less than adequate contact lens fit, a figure that is based on corneal diameter alone[11,12]. At mark'ennovy, we believe that every wearer **DESERVES** a contact lens that is not only crafted to their corneal diameter, but each of the other measurements and details that make their eyes unique. Every day, we proudly team up with eye care professionals such as yours to challenge the standard, one-size-fits-all approach to fitting contact lenses in favour of one that better meets your individual needs for the best possible wearing experience!

ABOUT THE BRIEN HOLDEN VISION INSTITUTE

The Brien Holden Vision Institute is a non-profit translational research, education and public health organisation. For over 30 years, the Institute has been developing superior solutions for the correction of refractive errors, with a focus on myopia.

A social enterprise, the Brien Holden Vision Institute invests its revenues into delivering accessible eye care and education programs around the world, working to eliminate vision impairment and avoidable blindness.

Brien Holden®
VISION INSTITUTE

GETTING STARTED WITH MYLO

Discuss myopia management soft contact lenses with your optician today.

OPTICIAN CONTACT DETAILS

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