

## Media Alert

### For More Information,

#### Contact:

Laura DiCaprio

585-773-8005 cell

[Laura@mcdougallpr.com](mailto:Laura@mcdougallpr.com)

### **CooperVision Launches Fourth Annual Canada Back-to-School Campaign: “Your Child’s Tomorrow Starts Today”**

**RICHMOND HILL, ON, August 29, 2024**—CooperVision Canada announces its 2024 consumer myopia control advocacy initiative, “Your Child’s Tomorrow Starts Today.” This year's initiative focuses on the critical importance of scheduling comprehensive eye exams for children before the school year begins, educating parents and caregivers about the consequences of myopia, and MiSight® 1 day’s ability to slow its progression and keep it from getting worse.

New engaging digital and video assets in French and English, along with strategic content investments nationwide, are designed to raise awareness, educate, and drive action. The campaign will be featured on various social media platforms targeting parents and broadcast integrations on various television news programs.

MiSight® 1 day, the first and only FDA-approved\* product proven to slow myopia progression in children aged 8-12 at the initiation of treatment,<sup>1†</sup> is now available in higher prescriptions in Canada up to -10.00D, covering 99.97% of prescriptions for age-appropriate children with myopia and less than 1D of astigmatism.<sup>2</sup>

Visit [www.misight.ca](http://www.misight.ca) for more information.

###

\*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.

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

1 Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci.* 2019; 96(8):556-567.

2 CVI Data on file, 2022. SERE coverage of childhood myopia prescriptions with MiSight® 1 day for 104,810 eyes in Asia (China, Korea) and 116,336 eyes in Europe and USA aged 8-18 years.

## **About CooperVision**

CooperVision, a division of CooperCompanies (Nasdaq: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.com](http://www.coopervision.com).

## **About CooperCompanies**

CooperCompanies (Nasdaq: COO) is a leading global medical device company focused on improving lives one person at a time. The Company operates through two business units, CooperVision and CooperSurgical. CooperVision is a trusted leader in the contact lens industry, improving the vision of millions of people every day. CooperSurgical is a leading fertility and

women's health company dedicated to assisting women, babies and families at the healthcare moments that matter most. Headquartered in San Ramon, Calif., CooperCompanies has a workforce of more than 15,000 with products sold in over 130 countries. For more information, please visit [www.coopercos.com](http://www.coopercos.com).

-