



CARING FOR YOUR CHILD'S EYES TOGETHER

Now and in the future

SEE THEIR
IMAGINATION
BLOOM

Menicon
BLOOM™

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What is myopia?

Myopia, also known as near-sightedness, is one of the most common eye conditions in the world. If you have myopia, you can see things close to you clearly but objects that are far away are blurry. It is anticipated that by 2050, 50% of the world's population¹ will have some form of myopia leading to talk of a "myopia epidemic".

Myopia is caused by how the eye grows. If your eye grows too long in length, images will not focus correctly on your retina (the back of your eye). In most cases this vision problem is rectified with glasses or contact lenses with negative powers to move the focus onto the retina. However, the underlying problem – the eye growing in length – is not treated.

The risks

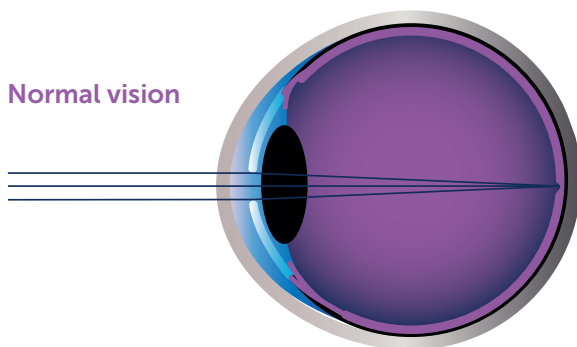
Not addressing myopia early is a missed opportunity as, particularly in children, vision may continue to deteriorate to more severe levels of myopia. Higher amounts of myopia are associated with several eye conditions such as glaucoma, myopic macular degeneration and retinal detachments. In the most severe cases, these conditions can lead to permanent vision loss. This is why it is important to identify and treat myopia progression early.

Slowing myopia progression through myopia control

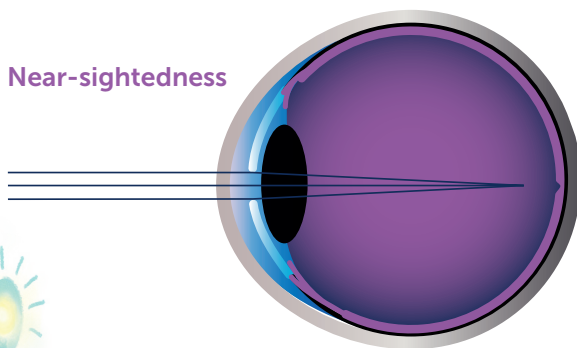
Getting myopia under control – by slowing the growth in length of the eye – is precisely what we aim to do with the Menicon Bloom treatment plan. We do this with the help of specially designed contact lenses.

1. Holden BA, Fricke TR, Wilson DA, et al. Global prevalence of myopia and high myopia and temporal trends from 2000 through 2050. *Ophthalmology* 2016;123(5):1036-42.

Normal vision



Near-sightedness



Want to know more?

[Check menicon.com](https://www.menicon.com)



The Menicon Bloom™ treatment plan

Menicon Bloom is the treatment plan for children with myopia. There are a few different ways to control myopia progression. However, regardless of the treatment chosen, the ultimate goal is always the same: inhibit the growth of the length of the eye and by extension, slow the development of myopia. The development of myopia may never be halted completely, but this treatment plan has been designed to help keep its growth to a minimum. How effective this is differs from person to person. Your eye care professional will have a Menicon Bloom prognosis and progress tool to help give you more information about this.

Prevent the need for thicker glasses.

This treatment plan has been developed to allow the safe and effective application of myopia control. The treatment plan consists of:

- ✓ Contact lenses that can reduce the progression of myopia
- ✓ Menicon Bloom contact lens solution
- ✓ Regular check-ups with your eye care professional
- ✓ Access to the Menicon Bloom app

As well as addressing the development of myopia, the Menicon Bloom treatment plan also corrects your existing myopia so you can see clearly during the day.

Menicon Bloom™ app

When it comes to myopia control, monitoring progress is of the utmost importance. In order to make this as straightforward as possible, we created the Menicon Bloom app. At certain times, you will be asked to complete a brief questionnaire. The questions are about your vision and your experience wearing the lenses.

You can also use the app to communicate with your dedicated eye care professional. This makes it much simpler to ask any questions that you may have.





Inform your eye care professional about your treatment progress by answering the questions.



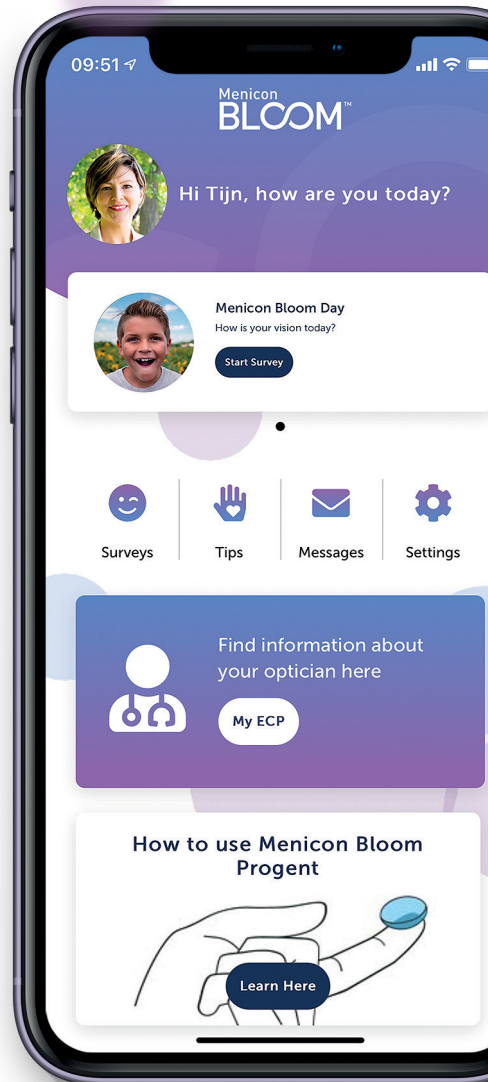
Sends reports to your eye care professional directly from the Menicon Bloom app.



Discover how to keep your Menicon Bloom lenses in the best possible condition.



We will let you know when it's time to update us on your progress.







Addressing myopia and seeing clearly. Menicon Bloom™





Menicon Bloom Night™

The orthokeratology lenses that are part of the Menicon Bloom treatment plan are called Menicon Bloom Night lenses. They help slow the progression of myopia while also correcting your vision. You wear the lenses while you sleep and the lenses gently reshape the outer layer of your cornea. This new shape of the cornea affects how images focus on your retina and can slow the growth of the length of your eye therefore reducing the amount of myopia you develop. So this treatment means you will not be as near-sighted as you would be if you were not using Menicon Bloom Night. On top of all this, it also means you can see clearly throughout the day without glasses or contact lenses!



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*The CE mark means that the lenses have been found to be safe and effective on the basis of the requirements of the European legislation for medical devices. Menicon Bloom Night lenses are the first orthokeratology lenses in Europe that have been awarded this certification for myopia control.



Menicon Bloom Day™

Menicon Bloom Day is a soft contact lens that you wear during the daytime and replace every day. Because of this, Menicon Bloom Day is super hygienic and hassle free. You won't even need any lens care solutions.

Menicon Bloom Day has a unique, patented design that slows the growth of the length of the eye. The lens alters the way light enters your eye and affects how images focus on your retina. The growth of your eye is thus restricted which in turn reduces the amount of myopia you develop.

Menicon Bloom Day lenses will correct your vision as well, giving you perfect vision while wearing them.

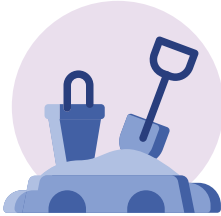


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BLOOM DAY™

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What can you do yourself?



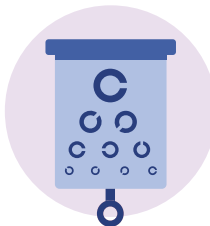
Play outside

Exposure to daylight has been shown to help prevent the development of myopia. It is also believed to have a positive influence on restricting the development of existing myopia. So, it is recommended that you go outside for at least two hours every day.



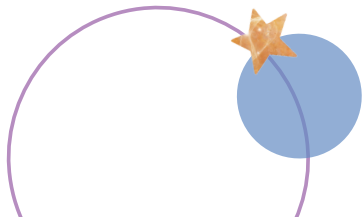
Do not spend too long focusing at short distances

Maintaining a constant focus at very short distances is believed to be a contributing factor in the development of myopia. Your eyes work hard to see clearly when you're reading, playing a game on your mobile phone or watching videos on your tablet. Take a short break (at least 20 seconds) every 20 minutes to give your eyes a rest.



See an eye care professional

Qualified eye care professionals can identify myopia with a simple eye test. Your eyes undergo a great deal of development when you are young. Monitoring this development is necessary so that appropriate treatment can be started as soon as possible in order to prevent potential future vision problems. Having regular eye checks with an eye care professional is very important.







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