

CooperVision expands myopia control soft contact lenses into Asia Pacific region

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With the advanced silicone hydrogel material used in MyDay[®] MiSight[®] 1 day lenses



CooperVision is continuing its global rollout of MyDay[®] MiSight[®] 1 day contact lenses with immediate availability in Australia and New Zealand, marking the myopia control product's first entry into the Asia Pacific region. In addition, the innovative lenses are now shipping in South Africa, building on the initial launch earlier this year across Europe and the United Kingdom.

MyDay[®] MiSight[®] 1 day combines the proven MiSight[®] 1 day ActiveControl[®] Technology with the advanced silicone hydrogel material used in MyDay[®] lenses, offering "always-on" myopia control alongside the comfort and performance of a daily disposable silicone hydrogel lens. This technology has demonstrated an approximate 50% reduction in myopia progression and is supported by the longest-running soft contact lens clinical trial for myopia control in children.

CooperVision expects to continue its phased MyDay[®] MiSight[®] 1 day expansion in the coming months, including additional availability in Asia Pacific markets.

"The introduction of MyDay[®] MiSight[®] 1 day into the Asia Pacific region marks an important milestone in our global efforts to make the latest in evidence-based myopia control accessible to as many children as possible," said Jennifer Lambert, VP – Myopia Control & Cornea Care for CooperVision, CooperVision. "As MiSight[®] products become available in more markets worldwide, CooperVision's scale and focus are driving a shift in the paradigm, from simply correcting vision to actively controlling myopia progression."