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ESSILOR LAUNCHES WORLDWIDE MYOPIA CAMPAIGN ON THE OCCASION OF WORLD SIGHT DAY 2019

On the occasion of World Sight Day today, Essilor is rolling out a global digital campaign on social media, putvisionfirst.com website and a partnership with influencers.

Promoting a better understanding of the underlying causes of myopia and its consequences on people's everyday lives is key to addressing this epidemic and part of the Essilor Group mission of improving lives by improving sight.

Myopia rates continue to worsen everywhere in the world. It is estimated that 5 billion people will be myopic by 2050, thus affecting half of the world's population by then. Myopia is a global health issue, shared across all continents and ages, which bears significant consequences on people's quality of life. However, public awareness on myopia remains limited, leading to poor predictability and restricted treatment.

This global campaign is focusing on myopia, with 2 core targets who have the most crucial need to take action: parents – to check their children's vision – and young adults. The overall objective of the campaign is to raise awareness about this global health issue and invite people to check and correct their vision regularly and to adapt their everyday habits accordingly.



Pivotal to the global campaign is the website www.putvisionfirst.com, available in 11 languages, which features screening tests suitable for mobile devices at near vision distance and information around myopia intended for the wider public. It is not only a crucial channel to educate people about this epidemic, but also to encourage individuals to take the first step towards checking their vision, thus encouraging consultations and discussions with eye care professionals.

To augment the awareness of this epidemic, Essilor has launched a social media campaign on Facebook and Instagram, to target the most concerned young adults and parents with children who are active social media users with high screen-time in their daily life. In addition, the Group also partnered with international social media influencers to promote the importance of checking one's vision and adopting good habits to fight myopia.

Essilor's investments in research to understand and control the onset of myopia have been significant in the past years. Dedicated teams have been set up and several long-term partnerships launched, including via a cutting-edge joint research center with the Wenzhou Medical University in China created in 2013.



**MYOPIA
WILL
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1 OUT OF
2 PEOPLE
IN 2050.**

**FIGHT MYOPIA.
CHECK YOUR VISION**
MORE ON PUTVISIONFIRST.COM



**HIGH
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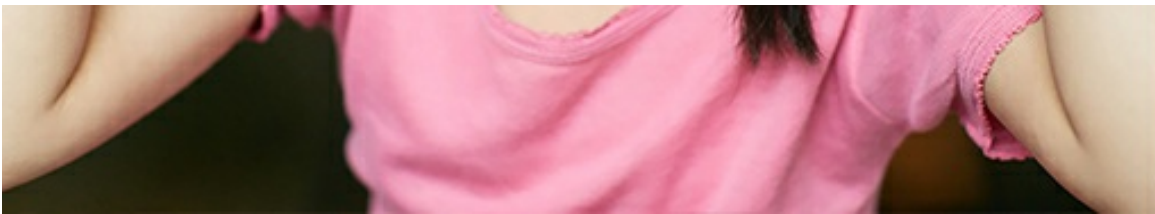
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**MYOPIA
CAN
START AT
AN EARLY
AGE.**

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