

## Myopia Profile and EssilorLuxottica Lead the Way in Myopia Education

*Since announcing their collaboration in 2020, Myopia Profile and EssilorLuxottica have worked on changing the landscape of myopia education worldwide, making myopia management information and resources more accessible than ever for both practitioners and patients alike.*

- **Growth of visits on the Myopia Profile platform has quadrupled over that time**
- **Exclusive new series of podcasts on myopia management coming as soon as Fall, on Leonardo**

**Charenton-le-Pont, France (October 14, 2022)** – Myopia is becoming an increasingly concerning world health issue, with prevalence levels projected to rise every year<sup>1</sup>. The partnership between Myopia Profile, the premier international educational platform for myopia management, and EssilorLuxottica, a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses, sought to address the growing, imminent need for best practice myopia management among eye care practitioners who will need to address the global increase in myopia prevalence in our younger population.

The partnership has seen a huge boost in engagement with Myopia Profile’s educational platforms among eye care practitioners, particularly with spectacle lens topics, with a 10-fold growth in search terms for ‘myopia control spectacles lenses’ among eye care practitioners over the last year, and a 4-fold increase in searches by members of the public.

*“There has been a colossal increase in engagement with our digital platforms since we started our partnership with EssilorLuxottica,”* says Dr. Kate Gifford, founder and director of Myopia Profile. *“We have seen doubling growth year-on-year, and are thrilled to see the myopia message spreading wider and wider – but we can also see where there is more work to do. We can see that there is definitely a thirst for knowledge and information with regard to myopia-control spectacle lenses, and we aim to provide more of that, through our partnership with EssilorLuxottica.”*

EssilorLuxottica and Myopia Profile plan on releasing a series of podcasts that cover clinical communication in myopia management, as well as the practice fundamentals of getting started in managing childhood myopia. The exclusive podcasts will offer engaging 10-minute episodes with a focus on providing simple steps and practical advice to eye care practitioners. They will be housed exclusively on EssilorLuxottica’s new learning platform, [Leonardo](#).

*“Myopia control spectacle lenses is one of the biggest growth topics amongst eye care practitioners that engage with MyopiaProfile.com and our other digital platforms – it is clear that they want to know more about it,”* explains Dr. Gifford, *“and it’s also important to keep step with increasing awareness in the public and for parents as well. Everyone should understand the risks of myopia and the best methods of treatment, because it isn’t just about a pair of spectacles – it’s about giving children the best possible vision now, and protecting their eye health into adulthood as well.”*

*“We are very pleased to see such progress from our partnership with Myopia Profile, an organization that shares our vision for the future, to encourage more adoption of myopia control solutions, and contribute to better vision and eye health for children”,* says Olga Prenat, Head of Medical Marketing, Professional Relations and Vision Care Education, EssilorLuxottica. *“As leaders committed to improving vision in the world, we look forward to accomplishing more together, to continue sharing the wealth of knowledge and resources on myopia in order to enhance knowledge and practice among eye care professionals, in line with our mission to help people ‘see more and be more’.”*

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1. Holden BA, Fricke TR, Wilson DA, Jong M, Naidoo KS, Sankaridurg P, Wong TY, Naduvilath TJ, Resnikoff S. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*. 2016 May;123(5):1036-42.

Other key highlights of the partnership include:

A video lesson by Dr. Kate Gifford for EssilorLuxottica's myopia management certification program titled 'Moving beyond myopia correction to control' available on [Leonardo](#).

New content releases supported by EssilorLuxottica, where the [latest reports from the International Myopia Institute are detailed, along with what these new findings mean for clinical practice](#), and case studies with take-home messages.

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#### About EssilorLuxottica

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. Formed in 2018, its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technology and the other in the craftsmanship of iconic eyewear, to set new industry standards for vision care and the consumer experience around it. Influential eyewear brands including Ray-Ban and Oakley, lens technology brands including Varilux and Transitions, and world-class retail brands including Sunglass Hut, LensCrafters, Salmoiraghi & Viganò and GrandVision are part of the EssilorLuxottica family. EssilorLuxottica has approximately 180,000 employees. In 2021, the Company generated consolidated *pro forma* revenue of Euro 21.5 billion. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP. For more information, please visit [www.essilorluxottica.com](http://www.essilorluxottica.com)

#### About Myopia Profile

Myopia Profile is the internationally trusted go-to information resource on clinical myopia management for eye care professionals. Developed by husband-and-wife optometrist team Drs. Paul and Kate Gifford, it was first built around the Clinical Myopia Profile patient communication tool developed by Kate from 15 years' experience in her Brisbane CBD practice. Starting as a bulk email to share the tool, then a website, then a Facebook group, Myopia Profile has now grown into a thriving, engaged community of thousands of optometrists around the world, across web and social media platforms. It is the largest and most popular, multi-channel educational resource dedicated to childhood myopia management.

#### About Leonardo

Leonardo is EssilorLuxottica learning platform, designed to support eyecare professionals at every level and every role, it delivers more than 7,000 hours of video, interactive courses, podcasts and virtual classes in up to 30 languages, with custom recommendations to each individual user based on their interests and needs. The platform becomes smarter over time, recommending content, showing the most popular learning modules among other ECPs and employees in "top 10" and "trending now in vision care," tracking favorites and highlighting skill-based modules that employees in an optical practice might need or benefit from. Vision care is a growing industry and having skilled professionals with always-on access to continuing education and professional development curated by subject matter experts will help advance the industry and provide the world with the best in eyecare and eyewear. This is the rationale behind Leonardo, which offers all the fundamentals in optics and practice management at your fingertips, meaning every device, anytime, anywhere.