

EYEGLAMOUR

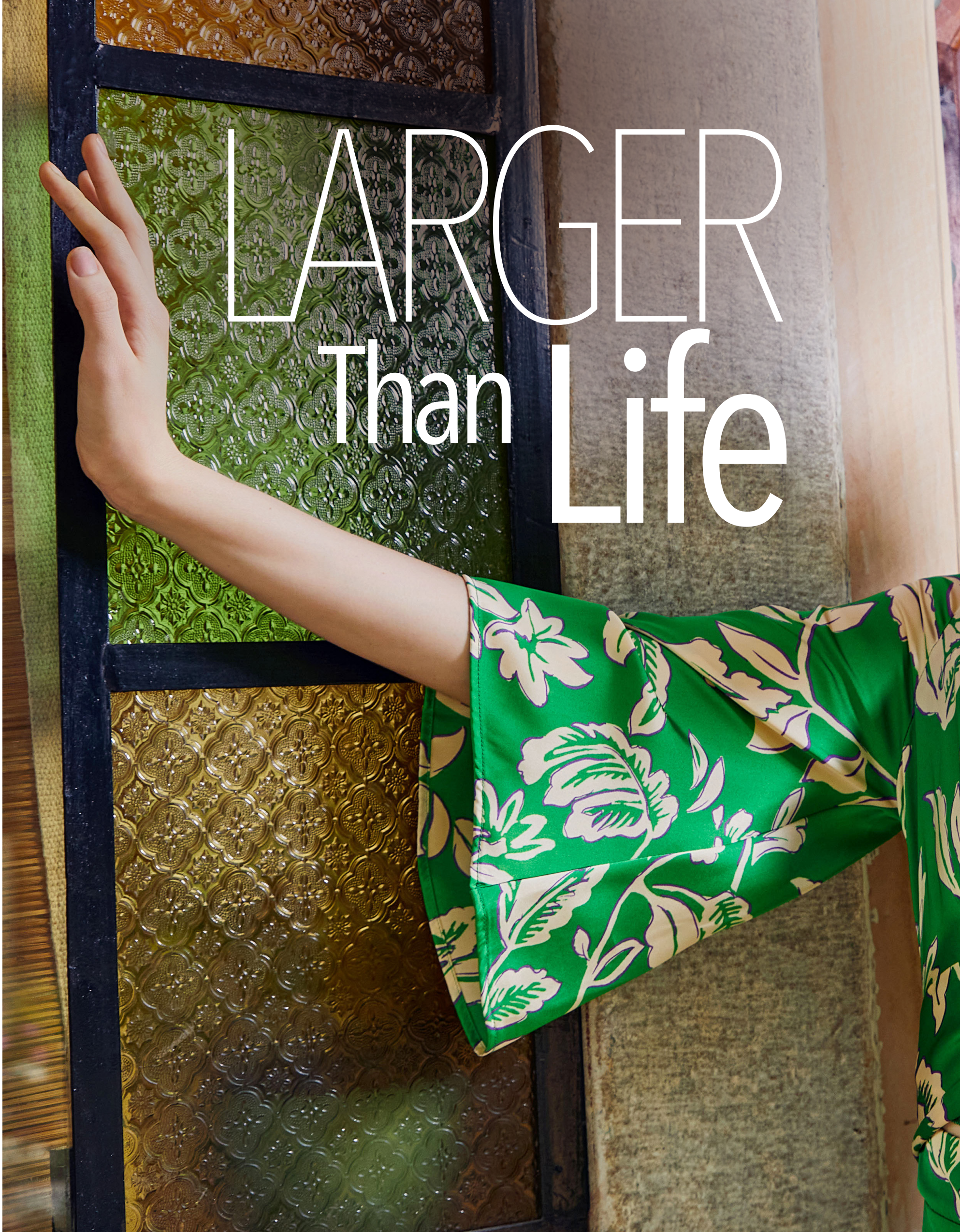
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BOLD LIVES

VISION THAT POPS

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EVERY LOOK



LARGER Than Life





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oversized
shades.

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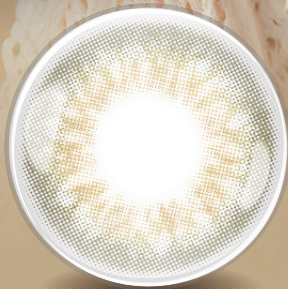




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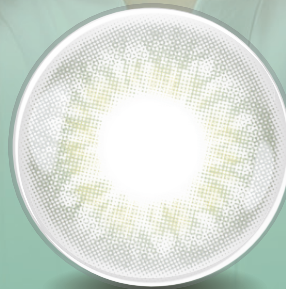
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SMOKE



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Meet Blendz

SUBTLE BUT NOT BASIC

Monthly Coloured
Contact Lenses that
specialized in
natural-looking
everyday wear



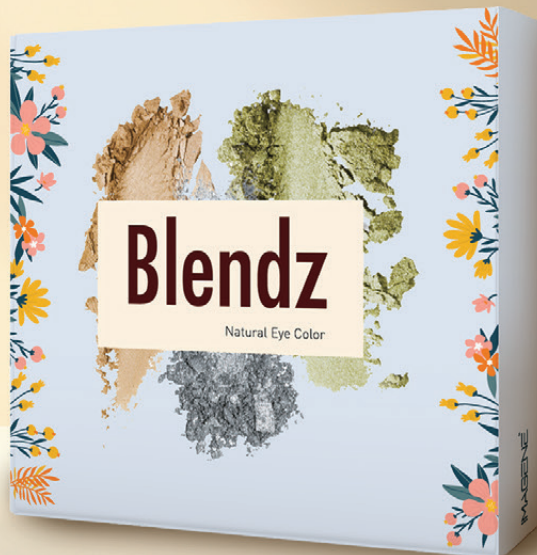
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6 visibility tinted soft contact lenses

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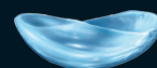
FOR MYOPIA / HYPEROPIA
3 visibility tinted soft contact lenses
For Daily Wear

1. Steffen R et al. Clinical performance of Samfilcon A silicone hydrogel contact lenses. Contact lens spectrum 2014.

2. Data on file (2016) Ultra for astigmatism Clinical summary. ROC2-16-016, 13th December.

3. Data on file. (2016) ULTRA Comfort Experience™ for Presbyopia Data Analysis Phase 1+2 Final Results. 21 October.

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EFFECTIVE



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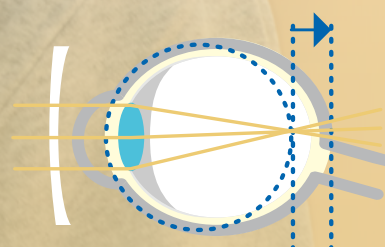


**Eye
Shield**

EASY

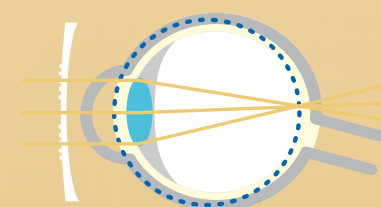


**MiYOSMART
Coating**



With single vision lenses

Eyeball elongates and
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With MiYOSMART lenses

Slows down eyeball growth and
progression of short-sightedness.



Approximately **half the world's**
population may experience
short-sightedness by **2050**.⁵

Research suggests that **myopia**
risk rises with **extended**
near-work activity.⁶



HOYA
FOR THE VISIONARIES

1. Lam CS, et al. DIMS spectacle lenses slow myopia progression: a 2-year randomized clinical trial. British Journal of Ophthalmol (2019)
2. Lam CS, et al. Myopia control effect of DIMS spectacle lens in Chinese children: Results of a 3-year follow-up study. British Journal of Ophthalmol (2021).
3. Lam CS, et al. Myopia control in children wearing DIMS spectacle lens: 6 years results. Invest Ophthalmol Vis Sci (2022).
4. Jong M, Jonas JB, Wolffsohn JS, et al. IML 2021 Yearly Digest. Invest. Ophthalmol. Vis. Sci. 2021;62(5):7. <https://doi.org/10.1167/iov.62.5.7>
5. Holden B, Fricke T, Wilson D, et al. -2016- Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050.
6. Huang H-M, Chang DS-T, Wu P-C. The Association between Near Work Activities and Myopia in Children - A Systematic Review and Meta-Analysis. 2015. PLoS ONE 10 (10): e0140419. <https://doi.org/10.1371/journal.pone.0140419>

Disclaimer: MiYOSMART lenses may not be able to address individuals' conditions due to natural deficiencies, illnesses, pre-existing medical conditions and/or advanced age of consumers. The information contained herein is general information and is not intended to constitute medical advice. Please consult your eye care professional for more information prior to the use of MiYOSMART lenses.
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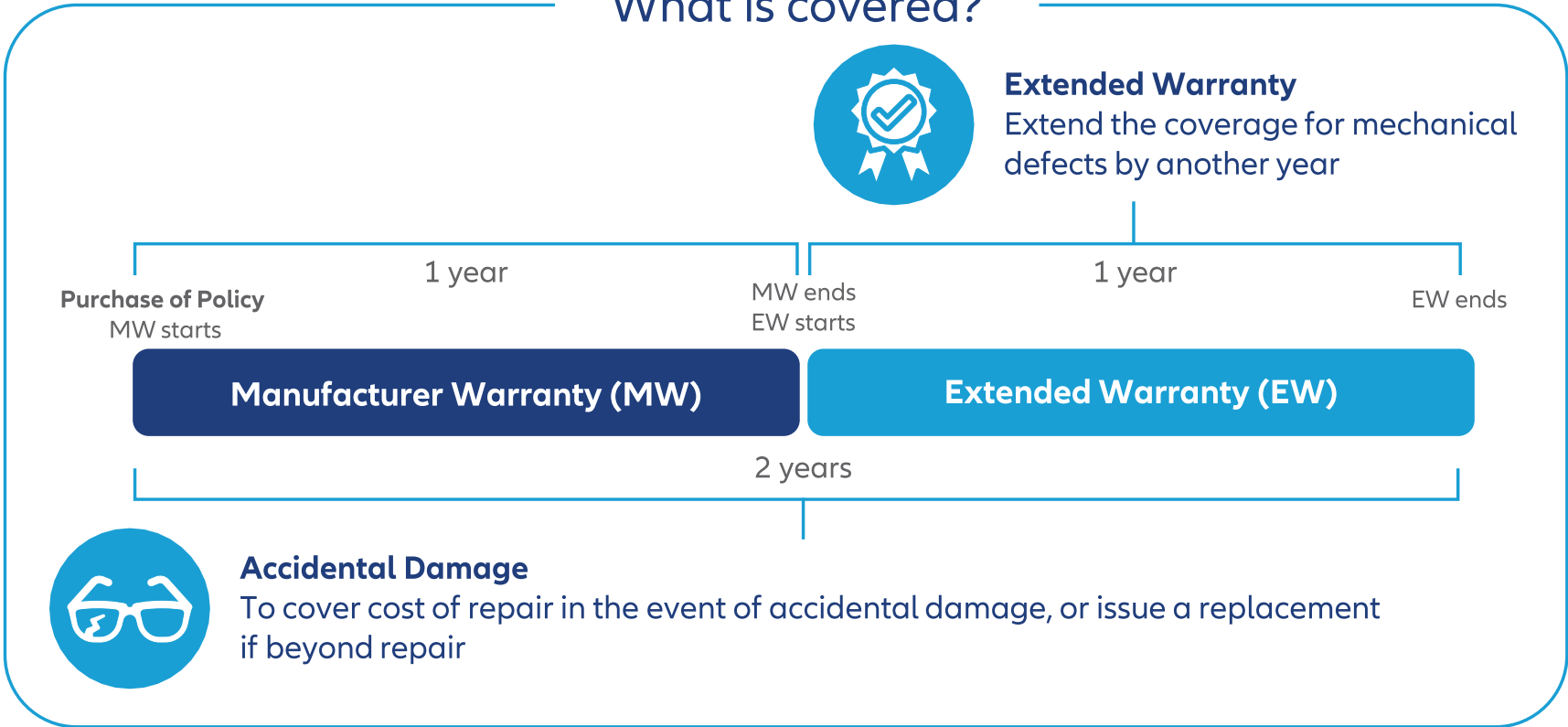
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Varilux® XR series™

A breakthrough progressive lens
innovation, wins the Silmo d'Or 2023

Varilux® XR series™, the progressive lens that knows how your eyes really move for instant sharpness even in motion¹, was recognized with the prestigious Silmo d'Or award in the 'Vision' category at the 2023 edition of Silmo.

For the first time, this latest generation of progressive lenses goes beyond prescription and responds to the wearer's visual behavior predicted by artificial intelligence (AI) based on exclusive real-life data. It was recognized with a "Silmo d'Or" award in the Vision category at the 2023 edition of Silmo in Paris, the second largest trade optical fair in Europe. Every year, the SILMO d'Or awards showcase the pinnacle of creativity and innovation through the diversity and richness that characterize the optical industry.

Meeting the needs of the modern presbyope, the Varilux® XR series™ is a new generation of eye-responsive progressive lens², providing instant sharpness even in motion¹.

Leveraging behavioral artificial intelligence

With 60 years of research and development and over 70 patents³, Varilux is relentlessly pushing the boundaries of innovation. In 2023, the Varilux® XR series™ lens leveraged the power of artificial intelligence to take the patient's behavior into account. Thanks to the analysis of more than 1 million exclusive real-life data, the Company can create the digital twin of the patient and predict their visual behavior profile. This means that for each prescription, the visual behavior profile is established to design a progressive lens that respects the natural eye behavior.



essilor

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1. Varilux® XR series™ - In-life consumer study - Eurosyn - 2022 - France (n=73 progressive lens wearers)

2. Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription and visual behavior.

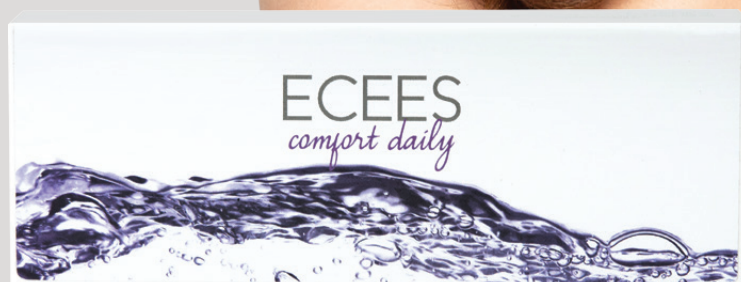
3. 70 inventions led to patent filings in multiple countries since 1953 (which allowance/in-force status varies over the time and country)

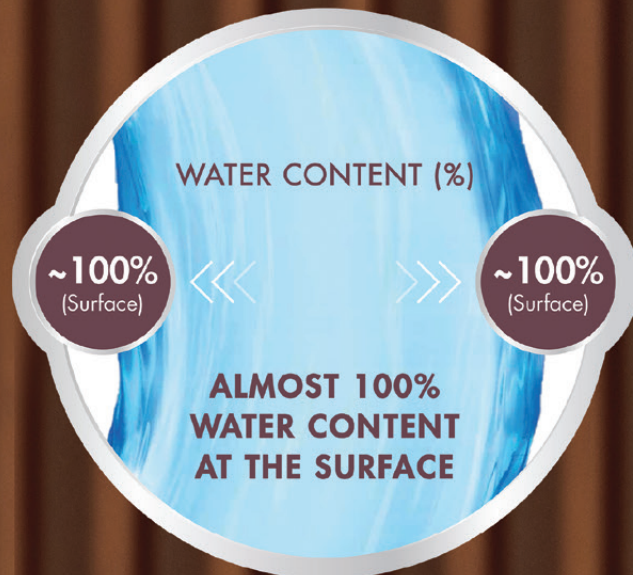
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WITH **ALMOST 100% OF WATER⁴** AT THE SURFACE SO ALL THAT TOUCHES YOUR EYES IS A **GENTLE CUSHION OF MOISTURE.⁵**

% of Core applicable to DAILIES TOTAL1™ products only

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4. Angelini T, Nixon R, Dunn A, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. Invest Ophthalmol Vis Sci. 2013; 54: E-Abstract 500.
5. Varde P, Tucker B. Water gradient wettability and durability of a new monthly replacement contact lens. Invest Ophthalmol Vis Sci. 2021;62(8):e-abstract 663.

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* Testing by independent laboratory in USA, 2021 according to requirement in ISO 8980-3. Based on the average speed (%T/min) of fade-back from fully activated state to 80 %T at 23°C in grey 1.50 index (CR607) HC only form compared to a well-known photochromic brand's latest generation in 1.5 grey

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The ZEISS BlueGuard lens material, combined with the photochromic treatment provides the highest blue light protection available in a clear ZEISS lens.



9 out of **10** feel less digital eye strain.¹

1. Consumer Acceptance Survey - Top 2 boxes results of n=187 spectacle lens wearers, who purchased & wear ZEISS BlueGuard lenses in China, May 2021

** PhotoFusion X 1.74 available in Black, Extra Grey, Grey, and Brown only.



feature

How To Take Good Care Of Your Eyes

By: Asyraf Zulhakim Shamsul
Whoosh, Setia City Mall Optometrist
B Optom (Hons) UKM

MAINTAINING OPTIMAL EYE HEALTH is crucial for overall well-being and quality of life. In Focus Point, we are committed to helping individuals understand how to best care for their eyes. Proper eye care can prevent vision problems and detect conditions early when treatment is more effective. This article provides key insights into eye care, incorporating relevant research and statistics from Malaysia.

The root of taking good care of the eyes is to have a regular comprehensive eye exams with a professional optometrist. Comprehensive eye exams not only assess vision clarity but also evaluate the health of the eyes and detect early signs of diseases such as glaucoma, diabetic retinopathy, and macular degeneration. A study conducted by the Malaysian Journal of Ophthalmology found that early detection of ocular diseases through routine eye exams significantly reduces the risk of vision loss. The study highlighted that 30% of Malaysians over 40 years old have undiagnosed eye conditions due to infrequent eye check-ups (Ng et al. 2022). Regular eye exams are fundamental for maintaining eye health and our optometrists are always happy to care and consult.

Next is to protect your eyes from UV rays. Ultraviolet (UV) radiation from the sun can cause significant damage to your eyes, potentially leading to cataracts and macular degeneration. Wearing sunglasses with UV protection is essential for safeguarding your eyes from harmful rays. According to data from the Ministry of Health Malaysia, over 40% of Malaysians are exposed to high levels of UV radiation daily, increasing the risk of developing UV-related eye conditions (Ministry of Health Malaysia, 2023). Sunglasses and wide-brimmed hats can mitigate this risk by blocking up to 100% of UV rays.

Furthermore, you should follow a healthy diet. A balanced diet rich in vitamins and minerals supports eye health. Nutrients such as vitamin A, C, E, zinc, and omega-3 fatty acids are vital for maintaining healthy vision. A study published in the Malaysian Journal of Nutrition indicates

"Taking good care of your eyes involves a combination of regular eye exams, protecting them from UV rays, maintaining a healthy diet, practicing proper hygiene, managing screen time, and using protective eyewear."

that diets high in antioxidants and omega-3 fatty acids are linked to a lower risk of age-related macular degeneration (Cheong et al. 2023). Foods like leafy greens, nuts, and fish should be incorporated into your diet to support eye health.

Moreover, you should practice good hygiene and safe contact lens use. Proper hygiene is critical, especially for contact lens users. Failing to follow recommended practices can lead to infections and complications. The Malaysian Optometric Association emphasizes that contact lenses should be cleaned and replaced according to the manufacturer's instructions. The association's data shows that approximately 15% of contact lens users in Malaysia experience eye infections due to improper lens care (Malaysian Optometric Association, 2024).

Other than that is to manage screen time and use proper lighting. Excessive screen time can lead to digital eye

strain, also known as computer vision syndrome (CVS), characterized by symptoms like dry eyes, blurred vision, and headaches. The 20-20-20 rule is a practical approach to reduce eye strain: every 20 minutes, take a 20-second break and focus on something 20 feet away. A survey by the Malaysian Communications and Multimedia Commission found that 70% of Malaysians spend more than 6 hours a day on screens, with 40% reporting symptoms of digital eye strain (Malaysian Communications and Multimedia Commission, 2023). Proper lighting and taking regular breaks can help alleviate these symptoms.

Finally, you ought to protect your eyes from injury. Accidents can cause severe eye injuries, so using protective eyewear during activities like sports or handling hazardous materials is essential. According to a report from the Malaysian Eye Research Institute, eye injuries constitute 12% of all ocular emergencies, with many cases preventable through the use of appropriate eye protection (Malaysian Eye Research Institute, 2024).

Taking good care of your eyes involves a combination of regular eye exams, protecting them from UV rays, maintaining a healthy diet, practicing proper hygiene, managing screen time, and using protective eyewear. By following these guidelines and staying informed about the latest research and statistics, you can help ensure the long-term health and vitality of your vision. For personalized advice and to address any specific concerns, consult with an optometrist. They are the primary eye care experts you need to see first for any vision related problems.



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A Clearer Vision For The Future

Focus Point's "Love Your Eyes" Campaign Champions Eye Health and Myopia Awareness in Malaysia

IN OUR INCREASINGLY DIGITAL WORLD, it's no surprise that eye health is becoming a growing concern. From hours spent in front of screens to the constant glow of smartphones, our eyes are put under daily strain that many of us overlook. This World Sight Day, Focus Point Vision Care Group Sdn Bhd is on a mission to change that through its impactful "Love Your Eyes" campaign, highlighting the importance of eye health across Malaysia, especially for the younger generation.

Launched on October 10, 2024, at the bustling Mid Valley Megamall in Kuala Lumpur, the campaign kicked off with a week-long roadshow filled with activities aimed at raising awareness around myopia – a condition that's on the rise, particularly among children. The campaign attracted notable figures such as Dato' Sri Suriani, the Secretary General of the Ministry of Health Malaysia, industry experts, and community leaders, all united in a common goal: to spotlight the urgency of eye health.

The Rising Concern of Myopia & Vision Impairment

"Globally, an estimated 2.7 billion people suffer from uncorrected vision," said Dato' Liaw, President and CEO of Focus Point. "The statistics are staggering, and without intervention, this is expected to rise significantly." Myopia, often called "near-sightedness," has shown a particularly steep rise in Asia. Malaysia has not been spared; by 2050, studies estimate that half of the world's population may be affected by myopia, largely due to lifestyle changes and prolonged exposure to digital screens.

A Campaign Dedicated to Children's Eye Health

This year's "Love Your Eyes" campaign puts a special focus on children's eye health. "Good eyesight is not just a privilege; it's essential for a child's educational and social success," said

Dato' Sri Suriani during her keynote. Recognising that early detection can be life-changing, Focus Point's initiative aims to instil good eye care habits from a young age. Dato' Liaw emphasised the need for awareness, noting, "Instilling these habits early on can make a huge difference in children's long-term eye health."

To bring this message to life, Focus Point has rolled out free vision screenings, public health talks, and community outreach programs. In collaboration with ZEISS, Focus Point has introduced advanced eye screening services and myopia management consultations to help families take proactive steps for their children's vision health. For parents, this partnership means access to the latest technology like the ZEISS MyoCare, a myopia control lens with a unique design to slow the progression of myopia in children.

Focus Point's Commitment to Community Health & Sustainability

Beyond the campaign, Focus Point is deeply committed to addressing the shortage of optometrists in Malaysia. Through scholarships, internships and job opportunities for aspiring optometrists, they aim to close the gap in professional eye care services, particularly in underserved communities. "Our initiatives in education and employment demonstrate our commitment to eye health on a national scale," said Dato' Liaw.

In alignment with the United Nations Sustainable Development Goal (SDG) 3 – Good Health and Well-Being – Focus Point has also introduced a used eyewear donation program, inviting Malaysians to donate old spectacles. Through this, Focus Point hopes to make eyewear accessible to those who need it most, while reducing environmental waste.

Experience, Learn & Engage: What to Expect at the Roadshow

The roadshow at Mid Valley Megamall, which ran from 7 to 13 October 2024



was packed with interactive sessions and expert insights. Visitors had the chance to learn more about myopia, glaucoma, cataracts and LASIK surgery at the ExcelView Eye Specialist Center booth. Specialised eye screenings and myopia consultations by ZEISS were also available for those wanting a deeper understanding of their eye health. For those looking to enrich their knowledge, invited eye care specialists delivered public talks on essential topics, making the campaign a hub for anyone keen on prioritising their eye health.

Join the Movement: "Love Your Eyes" for a Brighter Tomorrow

This World Sight Day, Focus Point extends an invitation to every Malaysian to prioritise their vision. Simple habits, like regular eye check-ups, protecting our eyes from harmful blue light, and maintaining a healthy lifestyle, can help ensure a lifetime of clear vision. It's a pledge we can all make – not only for ourselves but for future generations.

For Focus Point, "Love Your Eyes" is more than just a slogan. It's a call to action for the community to embrace eye care as a fundamental part of overall health and wellness. So, whether you're a parent, teacher, or community member, take a moment this World Sight Day to see eye health in a new light.



"Good eyesight is not just a privilege; it's essential for a child's educational and social success."



happenings

FOCUS POINT



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35

diseases

35 common
retina-related
diseases detection

>95%

accuracy

For identifying
retinal
abnormalities

