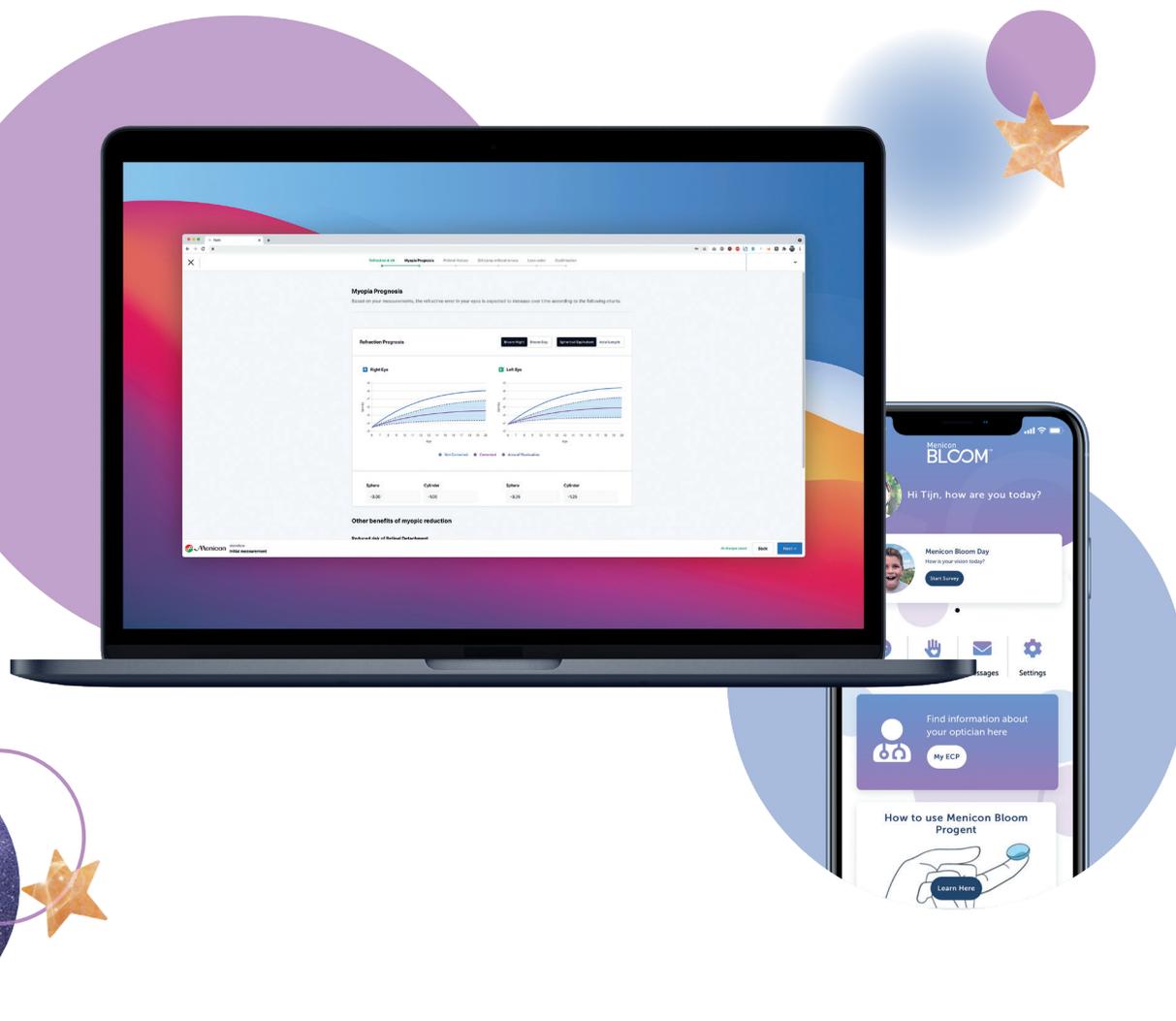


Menicon  
**BLOOM™**

**MYOPIA  
CONTROL  
TREATMENT  
PLAN**

 Menicon



The Menicon Bloom treatment plan has been developed to allow the safe and effective application of myopia control. It can only be administered by a certified eye care professional for the purposes of myopia control and myopia correction.

The Menicon Bloom treatment plan places a great deal of emphasis on the importance of communication between the eye care professional and the patient. The enhanced communication allows for closer monitoring of the progress of myopia control. The plan also provides access to new and previously established treatment protocols to help achieve successful myopia control for your patients. A number of additional references are also available to patients or their parents/guardians. This includes websites, brochures, informed consent forms and a mobile app. The plan was designed to provide the patient/parent with deeper insights into myopia and help them understand what they can expect from their Menicon Bloom treatment.

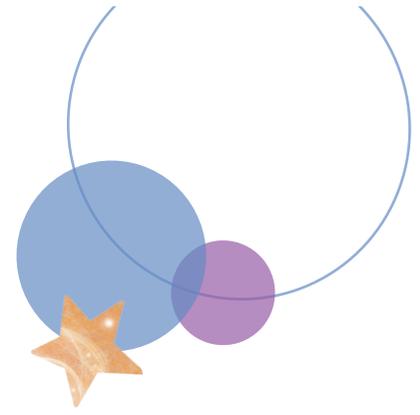
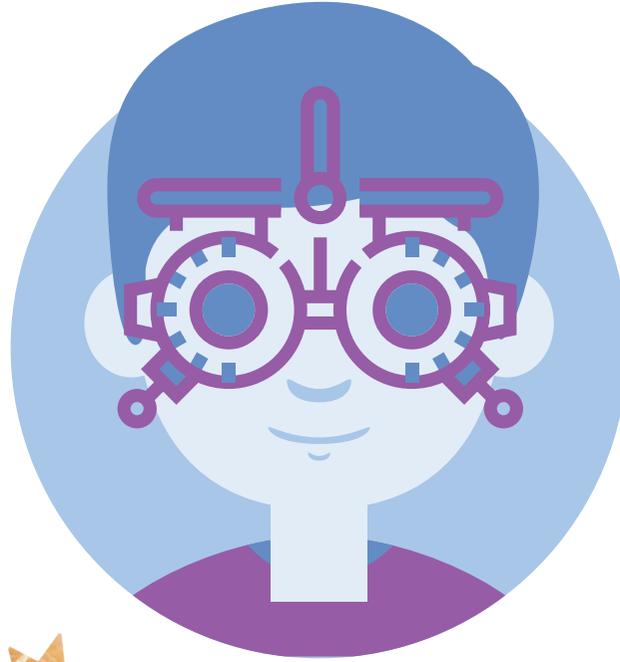
## MENICON BLOOM EASYFIT & THE MENICON BLOOM APP

A key part of Menicon Bloom is the combination of Menicon Bloom Easyfit and the Menicon Bloom app. The Menicon Bloom app has been developed to simplify communication between the patient/parent and their eye care professional. This offers both parties several advantages. The patient regularly completes a brief survey about his/her experience of wearing the lenses. It also enables both parties to message each other. This makes it much easier for the eye care professional to monitor the patient's progress throughout the treatment. All this data is uploaded to the associated files within Menicon Bloom Easyfit. This data is then used to generate progress reports and charts which can be viewed at any point during the treatment. Over and above the obvious advantages these linked systems have in terms of patient safety, it also gives you more detailed insights and the opportunity to get to know your patients better.



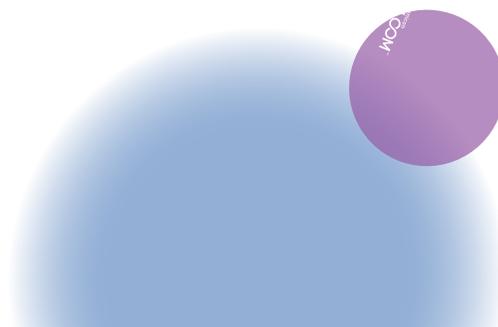
## BENEFITS FOR THE EYE CARE PROFESSIONAL

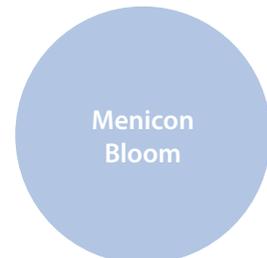
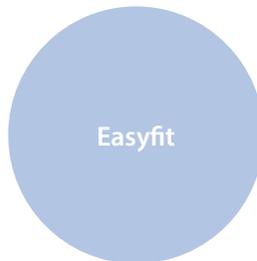
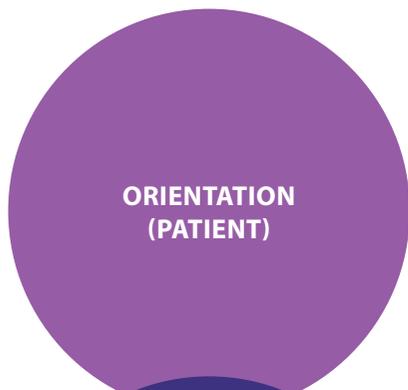
- The first European myopia treatment plan offering two contact lenses with CE approval specifically for myopia control.
- The treatment plan offers both Menicon Bloom Night (ortho-k) and Menicon Bloom Day (soft daily contact lenses).
- Myopia control and myopia correction combined.
- Fit lenses and monitor the progression with our user-friendly Menicon Bloom Easyfit software.
- Easy patient communication and monitoring of the customer experience and vision through the Menicon Bloom app and Menicon Bloom Easyfit.
- Monthly subscription.
- Straightforward patient consultations with eye care professionals thanks to informed consent forms.
- Unlimited access to e-learning modules and technical assistance.
- The information is available in a variety of formats and is suitable for all ages (website, brochures, Menicon Bloom app and Menicon Bloom Easyfit).



## BENEFITS FOR THE PATIENT

- Restricts the development of myopia.
- Reduces the risk of some eye disorders in later life.
- Myopia control and myopia correction at the same time.
- Contact lenses that match the patient's lifestyle and preferences.
- Safe and comfortable contact lenses.
- Ensuring safety and efficacy of the treatment plan through protocols and state of the art software.
- Direct and regular contact with your eye care professional via the Menicon Bloom app.





## THE RIGHT CARE WITH THE MENICON BLOOM STEP-BY-STEP PLAN

Within the Menicon Bloom treatment plan you are able to choose between Menicon Bloom Night and Menicon Bloom Day. All the steps that are required to ensure correct and responsible use of the Menicon Bloom lenses, and to adequately monitor the patient during the treatment period are carefully defined.

### Orientation phase

Either independently or alongside their Menicon Bloom eye care professional, children and parents can access online information regarding the development of myopia and how Menicon Bloom can be used.

Further information is available through our website.

## DETAILED VISIT WITH A SPECIALIST

After the orientation phase the initial examination will take place. For both Menicon Bloom Night and Menicon Bloom Day we provide recommended protocols for the initial examination and each following check up.



# Menicon BLOOM™ NiGHT



## Starting with Menicon Bloom Night

- Visit 1: Initial examination
- Visit 2: Lens collection
- Visit 3: First night check
- Visit 4: First week check
- Visit 5: Three week check
- Visit 6: Three month check
- Visit 7: Six month check

Visit 1:

## INITIAL MEASUREMENT

During the initial examination, an extensive analysis will be performed in order to determine if the patient may benefit from a Menicon Bloom treatment plan.

### The initial measurement includes:

- Patient history
- Corneal topography
- HVID measurement
- Slit lamp examination
- Close-range binocular vision test\* (to determine eso/exo)
- Visual acuity assessment using subjective or objective refraction (retinoscope)
- AC/A\*
- Axial length measurement\*
- Cycloplegic refraction using auto-refractometer/retinoscope

\*strongly advised, but not mandatory

If, as a result of the analysis, it is revealed that the patient is not suitable for Menicon Bloom or if there is sufficient reason to justify further investigation, then you can refer the patient to another suitable eye care specialist who can address any other issues (ex: binocular vision etc).

If the patient is a suitable candidate for Menicon Bloom and opts to start with the treatment plan, you can order the lenses via Menicon Bloom Easyfit. Menicon Bloom Easyfit provides the communication link between the Menicon Bloom app and the patient data. The lenses are dispatched within two working days of the order being received. The informed consent is also discussed and signed during this visit.

### Informed consent

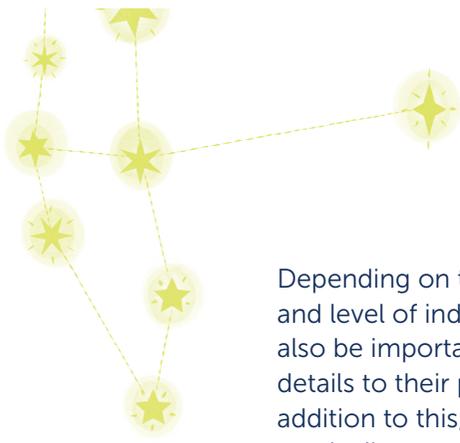
Menicon Bloom is a comprehensive treatment plan for myopia control that focuses on safety and efficacy. For these reasons, both the eye care professional and the patient have specific responsibilities. This is set forth in the informed consent form. It details (1) the aim of the treatment plan, (2) the conditions for fitting and the recommended follow-up appointments, (3) how to put in, take out and clean the lenses, (4) the use of the Menicon Bloom app and (5) other means of communication.

Visit 2:

## LENS COLLECTION

When the lenses arrive with the eye care professional, the patient can visit to collect them. During this visit, it is important to explain to the patient how they should handle their lenses: how to put them in and take them out and how to correctly clean them.





Depending on the patient's age and level of independence, it may also be important to explain these details to their parents/guardians. In addition to this, the Menicon Bloom app is discussed and explained so that the patient is able to answer the questions after the first night of wear.

Visit 3:

### ONE NIGHT FOLLOW UP

- Progress evaluation
- Review Menicon Bloom app results
- Corneal topography
- Slit lamp examination

Visit 4:

### ONE WEEK FOLLOW UP

- Progress evaluation
- Review Menicon Bloom app results
- Corneal topography
- Visual acuity check and measure over-refraction, using a retinoscope if necessary
- Slit lamp examination

Visit 5:

### THREE WEEK LENS EFFICACY ASSESSMENT

- Progress evaluation
- Review Menicon Bloom app results
- Review hygiene protocol
- Assess lenses and lens case
- Corneal topography
- Visual acuity check and measure over-refraction, using a retinoscope if necessary
- Slit lamp examination
- Make adjustments if required

Visit 6:

### THREE MONTHS HEALTH ASSESSMENT

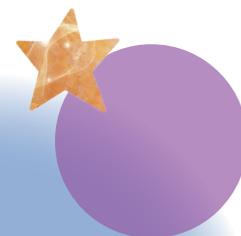
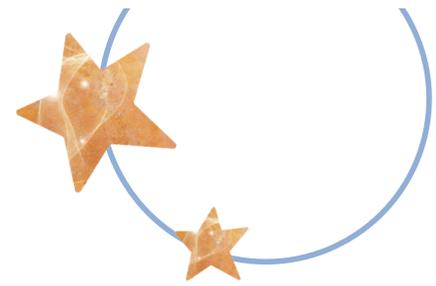
- Progress evaluation
- Review Menicon Bloom app results
- Review hygiene protocol
- Assess lenses and wearer
- Slit lamp examination

Visit 7:

### SIX MONTHS PROGRESS ASSESSMENT

- Progress evaluation
- Review Menicon Bloom app results
- Review hygiene protocol
- Assess lenses and wearer
- Visual acuity check and measure over-refraction, using a retinoscope if necessary
- Slit lamp examination
- Measure axial length\*
- Replace lenses and adjust power if necessary

\*strongly advised, but not mandatory





## TREATMENT PROGRESS

To ensure the safety and efficacy of the treatment plan, follow-ups will be scheduled for every three months. Not every follow-up will involve the same tests however, eye health is examined every time with a slit lamp exam. In addition to this, power and/or axial length are checked every six months and the lenses are also replaced every six months. Axial length measurements are recommended every six months to provide an objective assessment of the treatment efficacy.

### \*Lens adjustments

No modifications to the lenses are required during the first three weeks. If modifications are required in order to optimise the lenses, this is easily done through Menicon Bloom Easyfit during the three week check and at all subsequent visits.

## MENICON BLOOM E-LEARNING

The Menicon Bloom e-learning module contains further background information about the Menicon Bloom treatment plan. Here, you will find further details about how to use Menicon Bloom Easyfit and the Menicon Bloom app, useful tips and links to supplementary scientific literature. When you have finished the training, you can log in again at any time to re-read any of the information.



## MENICON BLOOM CARE & MENICON BLOOM PROGENT

Menicon Bloom Care and Menicon Bloom Progent are specially formulated to provide the most optimal care for Menicon Bloom Night lenses.

Menicon Bloom Care is suitable for everyday use to clean and store Menicon Bloom Night lenses.

The monthly intensive cleaning of Menicon Bloom Progent removes proteins from the lens surface and provides strong and rapid disinfection against all organisms likely to contaminate lenses.

### Main benefits

- One package for the complete maintenance of Menicon Bloom Night lenses
- Balanced combination of products for the best maintenance

To keep Menicon Bloom Night lenses in optimal condition it is important to clean the lenses thoroughly with Menicon Bloom Care in the morning after removing them and store them in a clean lens case with a fresh dose of Menicon Bloom Care.

In addition the lenses must be cleaned with Menicon Bloom Progent on a monthly basis.





## MENICON BLOOM NIGHT

Target group: myopia up to -4.00 diopters  
 Corneal cylinder: up to -1.50 with-the-rule astigmatism or up to -0.50 against-the-rule astigmatism. If higher, then use Menicon Bloom Night Toric. Menicon Bloom Easyfit performs the calculations and makes the selection based on the peripheral corneal geometry.

### Specifications

- Radius: 7.20 mm-10.00 mm (step 0.05 mm)
- Power: Plano
- Tangent: between 50° and 65° (step 1°)
- Height: 0.95 mm to 1.45mm (step 0.01 mm)
- Diameter 10.20 mm, 10.60 mm, 11.00 mm
- Material: Menicon Z (red and blue)
- Fenestrations: 3 in the reverse zone

## MENICON BLOOM NIGHT TORIC

Target group: myopia up to -4.00 diopters  
 Corneal cylinder: -1.50 to -2.50 diopters with-the-rule astigmatism; -0.75 to -1.50 diopters against-the-rule astigmatism. Menicon Bloom Easyfit performs the calculations and makes the selection based on the peripheral corneal geometry.

### Specifications

- Radius: 7.20 mm-10.00 mm (step 0.05 mm)
- Power: Plano
- Tangent flat: between 50° and 65° (step 1°)
- Tangent steep: between 46° and 63° (step 1°)
- Height flat: 0.95 mm to 1.45mm (step 0.01 mm)
- Height steep: 0.97 mm to 1.54mm (step 0.01 mm)
- Diameter: 10.20 mm, 10.60 mm, 11.00 mm
- Material: Menicon Z (red and blue)
- Fenestrations: 3 in the reverse zone



# Menicon BLOOM™ DAY

## Starting with Menicon Bloom Day

- Visit 1: Initial examination
- Visit 2: Lens collection
- Visit 3: First week check
- Visit 4: Three month check
- Visit 5: Six month check
- Visit 6: Nine month check
- Visit 7: Twelve month check

Visit 1:

## INITIAL MEASUREMENT

During the initial examination, an extensive analysis will be performed in order to determine if the patient may benefit from a Menicon Bloom treatment plan.

### The initial measurement includes:

- Patient history
- Corneal topography
- HVID measurement
- Slit lamp examination
- Close-range binocular vision test\* (to determine eso/exo)
- Visual acuity assessment using subjective or objective refraction (retinoscope)
- AC/A\*
- Axial length measurement\*
- Cycloplegic refraction using auto-refractometer/retinoscope

\*strongly advised, but not mandatory

If, as a result of the analysis, it is revealed that the patient is not suitable for Menicon Bloom or if there is sufficient reason to justify further investigation, then you can refer the patient to another suitable eye care specialist who can address any other issues (ex: binocular vision etc).

If the patient is a suitable candidate for Menicon Bloom and opts to start with the treatment plan, you can order the lenses via Menicon Bloom Easyfit. Menicon Bloom Easyfit provides the communication link between the Menicon Bloom app and the patient data. The lenses are dispatched within two working days of the order being received. The informed consent is also discussed and signed during this visit.

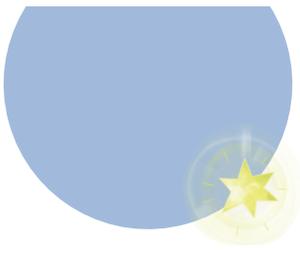
### Informed consent

Menicon Bloom is a comprehensive treatment plan for myopia control that focuses on safety and efficacy. For these reasons, both the eye care professional and the patient have specific responsibilities. This is set forth in the informed consent form. It details (1) the aim of the treatment plan, (2) the conditions for fitting and the recommended follow-up appointments, (3) how to put in, take out and clean the lenses, (4) the use of the Menicon Bloom app and (5) other means of communication.

Visit 2:

## LENS COLLECTION

When the lenses arrive with the eye care professional, the patient can visit to collect them. During this visit, it's important to explain to the patient how they are to handle their lenses: how the lenses are put in and taken out.



Depending on the patient's age and level of independence, it may also be important to explain these details to their parents/guardians. In addition to this, the Menicon Bloom app is discussed and explained so that the patient is able to answer the questions after the first night of wear.

The lens induces myopic defocus and it will take the patient a while to get used to it. We advise against doing an overrefraction with a phoropter or trial frame with lenses for this reason.

Visit 3:

### ONE WEEK LENS EFFICACY ASSESSMENT

The first week check is an important moment. This is when the visual acuity and fitting of the lens can really be evaluated. The fitting of Menicon Bloom Day can be evaluated like any other soft contact lens. The evaluation of the visual acuity needs special attention because it provides a baseline for every check up that follows. It is essential to record the visual acuity as accurately as possible. Do not only note the general visual acuity but also note the line and the amount of letters within the line the patient can read. We advise to set a standard on how to record the visual acuity within your practice. You might want to note the refraction room used (to keep lighting consistent), as well as the distance and the refraction card used for testing. Menicon Bloom Easyfit

will suggest new lenses if the visual acuity is not as expected.

As soon as you have determined the final power you can order Menicon Bloom Day.

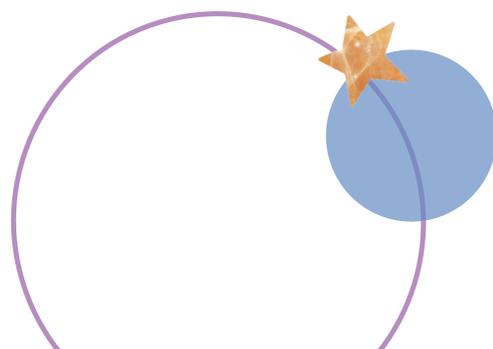
Visit 4:

### THREE MONTHS HEALTH ASSESSMENT

Focus on the health of the eye during this check. We advise to limit the check to the following tests:

- Visual acuity check
- Slit lamp examination

If you have any reason to believe additional tests are required please perform these as well. It is important to remember that you, as a specialist, should assess each case separately and use your professional judgment to determine what else the patient may need.





Visit 5:

### SIX MONTHS PROGRESS ASSESSMENT

During this visit we focus on both the health of the eyes and the progress of the treatment. Every six months the lenses for the next six months are ordered. This is a good moment to make any adjustments to the power of the lenses. We advise to perform the following tests:

- Visual acuity check
- Axial length measurement\*
- Slit lamp examination

\*strongly advised, but not mandatory

As you can see we keep measuring the visual acuity and not the refraction.

Visit 7:

### TWELVE MONTHS PROGRESS ASSESSMENT

During this visit we focus on both the health of the eyes and the progress of the treatment. Every six months the lenses for the next six months are ordered. This is a good moment to make any adjustments to the power of the lenses. We advise to perform the following tests:

- Visual acuity check
- Axial length measurement\*
- Slit lamp examination
- Cycloplegic refraction using auto-refractometer/retinoscope

\*strongly advised, but not mandatory

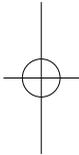
Visit 6:

### NINE MONTHS HEALTH ASSESSMENT

Focus on the health of the eye during this check. We advise to limit the check to the following tests:

- Visual acuity check
- Slit lamp examination

If you have any reason to believe additional tests are required please perform these as well. It is important to remember that you, as a specialist, should assess each case separately and use your professional judgment to determine what else the patient may need.





### **What to do with a lower visual acuity?**

The patient may present with a lower visual acuity compared to previous measurements. It is important to understand that we cannot expect to completely stop the progression of myopia but we are trying to slow it down. If the patient's myopia has indeed increased, the patient may be undercorrected.

It is important to monitor this since undercorrection could pose visual difficulties for the patient and potentially lead to a further increase in myopia. This is why we focus on the importance of checking the visual acuity to get insights into any changes. If the visual acuity has significantly deteriorated we advise to perform a cycloplegic refraction and change the lens accordingly.

## **MENICON BLOOM E-LEARNING**

The Menicon Bloom e-learning module contains further background information about the Menicon Bloom treatment plan. In the module you will find further details about how to use Menicon Bloom Easyfit and the Menicon Bloom app, useful tips and links to supplementary scientific literature. When you have finished the training, you can log in again at any time to re-read any of the information.



## MENICON BLOOM DAY

This daily soft contact lens made from a well established hydrogel material is available in a wide range of powers. Trial sets are available through your sales representatives.

### SPECIFICATIONS

- Type: Daily soft contact lens
- Radius: 8.30 mm
- Power: -0.25 dpt up to -10.00 dpt
- Diameter: 14.50 mm
- Material: Hydrogel
- UV blocking: Yes

Menicon  
**BLOOM**<sup>™</sup>

[www.menicon.com](http://www.menicon.com)



[ADDRESS LINE]

CE 0344 | 987.20200203.02