Look Optometry Launches Myopia Awareness Campaign in Manhattan Beach

September 24, 2024

Manhattan Beach, California - September 24, 2024 -
Manhattan Beach, CA ? Look Optometry is excited to announce the launch of its Myopia Public Service Announcement (PSA) campaign for Myopia Awareness Month this September. Located at 451 Manhattan Beach Blvd, Suite D120, in the heart of Manhattan Beach, Look Optometry is leading the charge in raising awareness about the growing issue of myopia, particularly in children. This campaign focuses on educating parents about early intervention options that can help manage and slow the progression of myopia, ensuring long-term eye health for their children.

"Myopia is something we?re seeing more and more frequently in children," said Dr. Ryan Stybel, OD, owner of Look Optometry. "The good news is that with the right care, we can slow its progression. Our goal is to help families understand that managing myopia goes beyond just getting glasses?it?s about making sure our kids? eyes stay healthy for life. Early detection is key, and the sooner we address it, the better the outcome."

Myopia, or nearsightedness, is a vision condition where distant objects appear blurry due to the eye's elongation. As light focuses in front of the retina, rather than directly on it, children with myopia often struggle to see far-off objects clearly. If untreated, myopia can affect not only a child?s academic performance and

day-to-day activities, but it can also increase the risk of serious eye health issues later in life, such as glaucoma, cataracts, and retinal detachment.

With the alarming rise of myopia worldwide ? currently affecting nearly 30% of the population, with estimates suggesting it could reach 50% by 2050 ? Look Optometry is focusing on providing tailored treatment plans for every child. These plans consider each patient?s unique needs, whether they stem from genetics or environmental factors. Look Optometry offers innovative solutions, including Orthokeratology (Ortho-K) lenses, which are hard lenses worn overnight to gently reshape the eye. This treatment helps slow the progression of myopia and allows for clear vision during the day without the need for glasses or contacts.

Additionally, Look Optometry offers MiSight® contact lenses, the first FDA-approved daily soft contact lens proven to slow myopia progression in children. Another effective option is the use of low-dose atropine eye drops, which research shows can help reduce myopia progression.

Throughout the month of September, Look Optometry will provide educational resources both in their Manhattan Beach office and online. These materials are designed to help parents understand the causes and risks associated with myopia and what steps can be taken to protect their child?s vision. By scheduling regular eye exams and exploring early treatment options, families can better manage their child?s vision and reduce the potential for severe eye conditions in the future.

Look Optometry has been serving the Manhattan Beach community for years, delivering cutting-edge eye care with a personalized touch. The practice is now accepting new patients, and those interested in booking an appointment can visit their website at www.lookmb.com or call the office directly at (310) 796-5665.

About Look Optometry

Look Optometry is a leading eye care practice based in Manhattan Beach, California. Known for providing comprehensive and personalized eye care, the practice offers services ranging from routine eye exams to specialized treatments such as myopia control and advanced dry eye management. Their team of experienced optometrists uses state-of-the-art technology to deliver precise diagnoses and tailor-made treatment plans for patients of all ages. Look Optometry also provides a wide selection of designer eyewear and contact lenses, ensuring that every patient can find the perfect fit for both their vision needs and personal style.

To learn more, visit www.lookmb.com or call (310) 796-5665.

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Look Optometry

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