

## **PRESS RELEASE**

**13 February 2020**

### **BHVI SIGNS DEAL WITH RUSSIA'S ARTOPTICA**

ArtOptica has designed lenses for the management and treatment of myopia. BHVI has paved the way for expansion from Russia into worldwide markets. "Myopia is the fastest growing vision impairment facing the world today. As world leaders in the research and development of lens technology to manage and treat myopia, BHVI is always pleased when international organisations commit to the development of technology to aid in the management of myopia," says Yvette Waddell, CEO of BHVI. "We are immensely proud of our world-renowned reputation in this space." Currently myopia affects over a quarter of the world's population, with numbers continuing to grow.

Drawing on their own STEM research and collaborating with global industry professionals, BHVI has built one of the world's leading resource platforms equipping eye care professionals in the management and treatment of myopia. The Global Myopia Centre includes education programs, BHVI's myopia calculator, guidelines for management, and white papers.

"BHVI is at the forefront of myopia research. ArtOptica is proud to be developing and manufacturing the most up-to-date spectacle lenses for the management of myopia in Russia and expanding worldwide," says ArtOptica's Mr Andrey Kovychev.

**ENDS**



## About BHVI

BHVI has more than 40 years in eye health and vision care development. With a long successful history of co-developing innovative ophthalmic devices, BHVI continues to revolutionise the contact lens industry developing advanced lenses and technology to correct eye conditions that affect the vision of billions of people. Myopia management is now a core focus of the group with research concentrating on developing the technology to arrest myopia.

BHVI partners with the world's leading eye care specialists to provide education, on-going training, research and technology.

Through the Brien Holden Foundation, we provide child eye health care, accessible eye care and help to train and develop the optometrist workforce in Australia and across the globe.

Today, nearly all who wear contact lenses have benefited from the research and efforts of BHVI.

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