

ZEISS Editorial Social Media Guide

for ECPs

MyoCare 2025

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Catch 1 Carousel



Suggested captions:

Is your little one facing vision challenges? – It is crucial to detect progressive myopia as early as possible and take the right steps to help your child.

Visit us today for an eye check!

@zeissvision #ZEISS #myopia #glasses #spectacles
#eyecare #NobodySeesLikeYou

Download Post (1x1)

Catch 2

Video



Suggested captions:

Take a closer look! Your child may be struggling with progressive myopia.

Myopia develops in children due to excessive growth of the eyeball. If left uncontrolled, myopia can progress rapidly. Book an eye check with us today and learn how this can be controlled!

@zeissvision #ZEISS #myopia #glasses #spectacles
#eyecare #NobodySeesLikeYou

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Catch 3 Carousel



a



b

Suggested captions:

Concerned your child might be myopic?

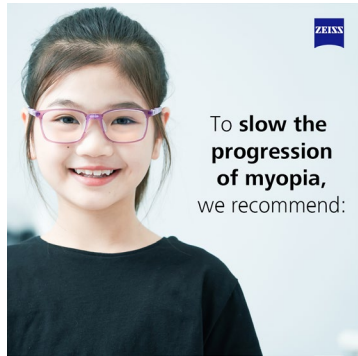
As your child grows, it is normal for their eyes to grow as well. However, if this growth is too quick or excessive, myopia can develop – leading to blurry vision.

Is your child's eye growing too rapidly? Book an eye check with us today!

@zeissvision #ZEISS #myopia #glasses #spectacles
#eyecare #NobodySeesLikeYou

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Convince 1 Carousel



Suggested captions:

Allow your children to realise their full potential by giving them the right support.

It's important to address myopia early to avoid future complications. Learn more about myopia management solutions such as the new ZEISS MyoCare. Visit us today.

@zeissvision #ZEISS #myopia #glasses #spectacles
#eyecare #NobodySeesLikeYou

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Convince 2 Carousel



To **slow the progression of myopia**, we recommend:

a



Visiting your Eye Care Partner **every 6 months** to monitor eyeball growth

b



Following your Eye Care Partner's advice on **good eye care habits**

c



Wearing ZEISS MyoCare Lenses for at least **12 hours daily**

d

Suggested captions:

You can worry less about your child's myopia by following these steps.

What more, myopia control spectacle lenses such as ZEISS MyoCare are based on 20 years of research and development, so your child can receive the best care possible.

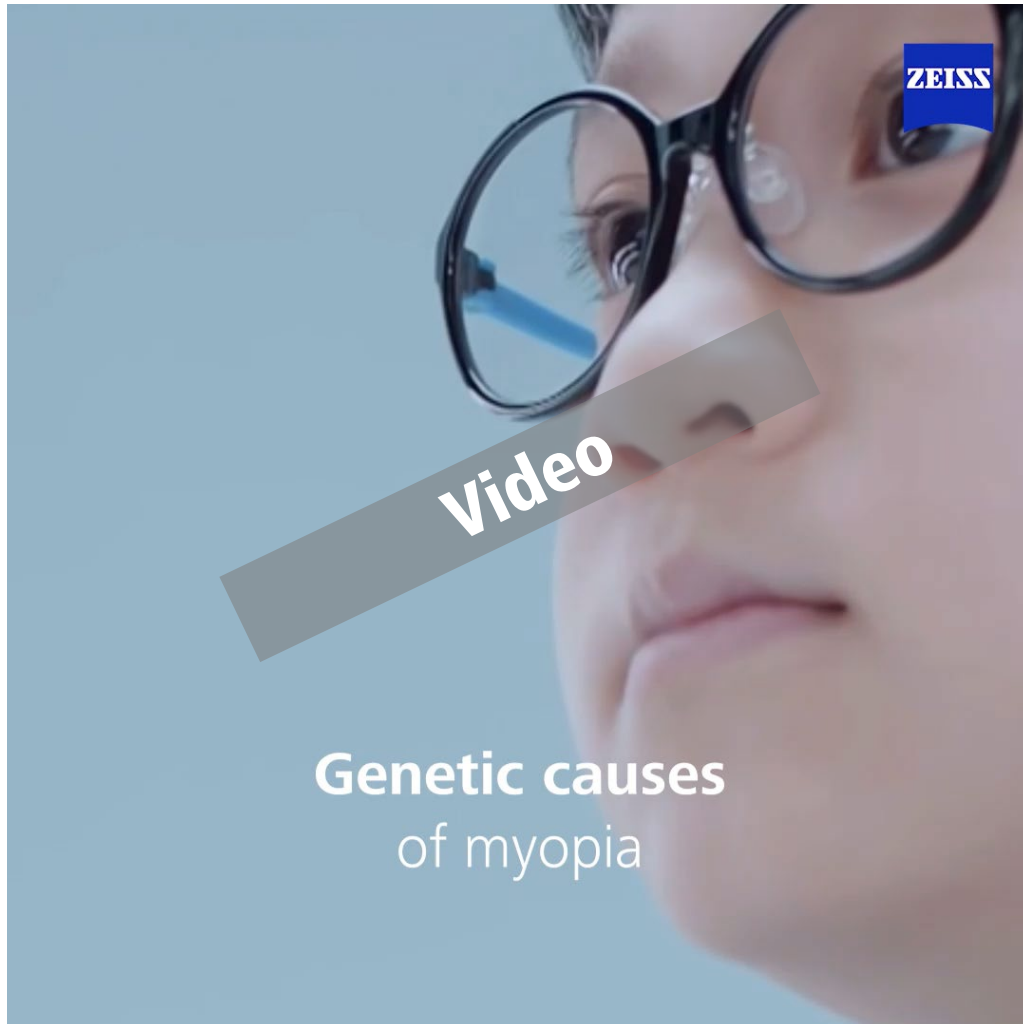
Visit us for an eye check and ask us about myopia management solutions like ZEISS MyoCare.

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare
#NobodySeesLikeYou

Download Post (1x1)

Convince 3

Video



Suggested captions:

Prolonged screen time, close-up activities and indoor time are some other causes of myopia.

However, if myopia still progresses, it would be wise to get started on myopia management solutions.

The new ZEISS MyoCare spectacle lenses are scientifically proven to control myopia and are extremely comfortable and adaptable.

Visit us to learn more about ZEISS MyoCare lenses.

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare
#NobodySeesLikeYou

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Convince 4

Video



Suggested captions:

For Kids Aged 7-12. Is your child's eyesight worsening?

Slow myopia progression with eyeglass lenses backed by science.

Visit us to learn more about ZEISS MyoCare lenses.

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare
#NobodySeesLikeYou

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Convert 1 Carousel



**The new ZEISS
Myopia Management lenses**

a



b



c



d



e

Suggested captions:

Decelerate myopia, accelerate life - When wearing ZEISS MyoCare lenses, children can still enjoy activities such as reading, outdoor play and sports.

What more, risk of rapid myopia progression was found to be significantly reduced in nearly 90%* of ZEISS MyoCare lens wearers.

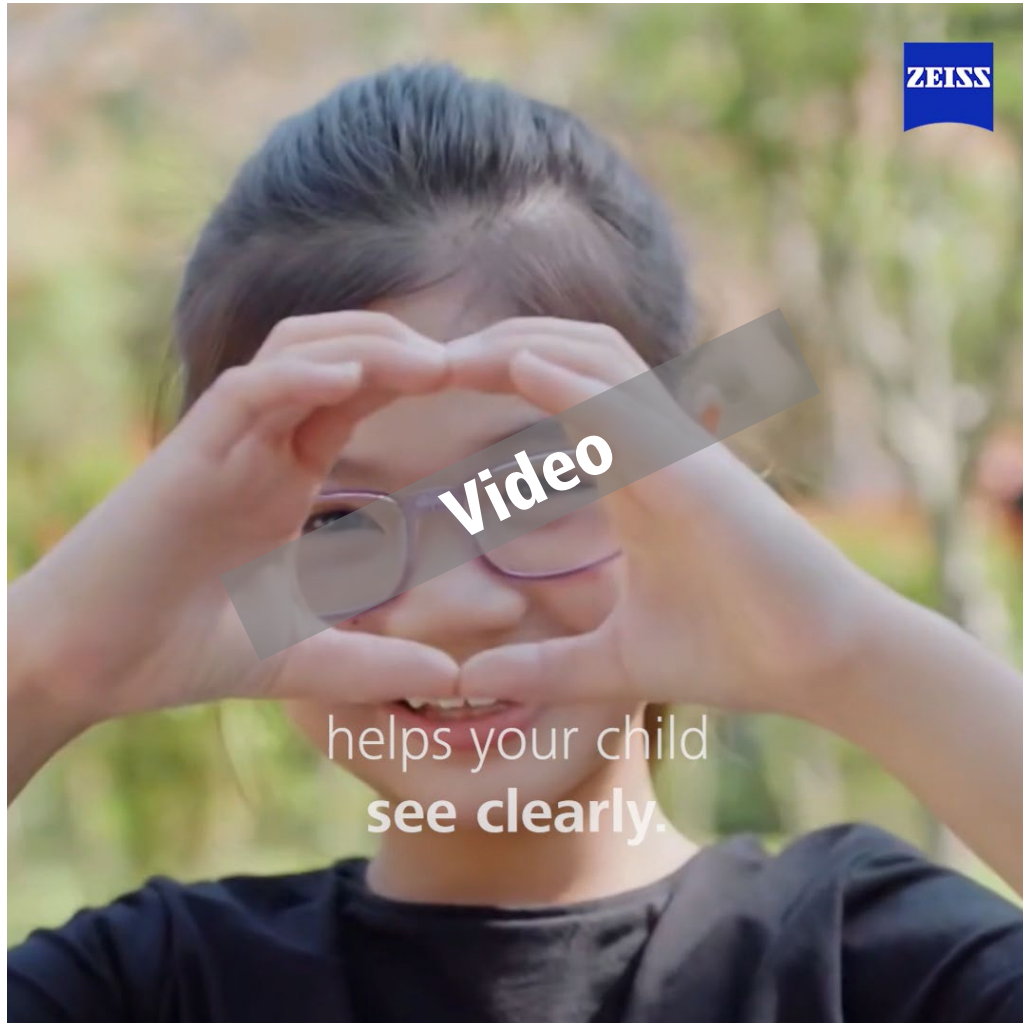
Effective. Proven. Comfortable. Make an appointment with us and request for ZEISS MyoCare lenses today!

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare
#NobodySeesLikeYou

Download post (1x1)

Convert 2

Video



Suggested captions:

ZEISS MyoCare lenses are:

- Effective at decelerating myopic eye growth.
- Scientifically proven to slow myopia progression.
- Comfortable and adaptable.

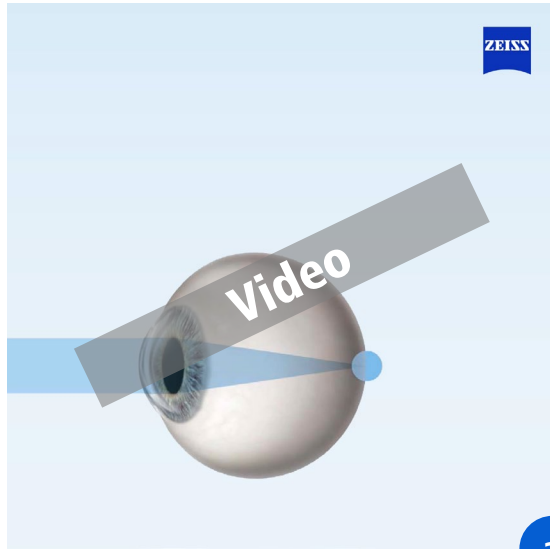
Time is of the essence. Make an appointment with us today and ask for ZEISS MyoCare lenses.

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare
#NobodySeesLikeYou

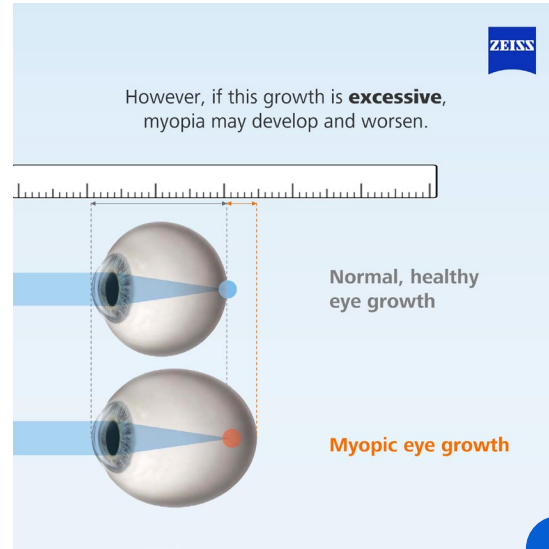
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Convert 3 Video



a



b

Suggested captions:

How effective are ZEISS MyoCare lenses at slowing myopia progression?

ZEISS MyoCare Lenses decelerates rapid eye growth by 70% on average towards normal levels.

Decelerate myopia, accelerate life. Make an appointment and ask for ZEISS MyoCare lenses today.

@zeissvision #ZEISS #myopia #glasses #spectacles #eyecare #NobodySeesLikeYou

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Download Story (9x16)

Convert 4

Video



Suggested captions:

Myopia can be managed by slowing the elongation of the eyeball.

The latest ZEISS MyoCare lenses are designed to manage progressive myopia in children and are based on 20 years of research and development.

Decelerate myopia, accelerate life. Make an appointment and ask for ZEISS MyoCare lenses today.

@zeissvision #ZEISS #myopia #glasses #spectacles
#eyecare #NobodySeesLikeYou

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Seeing beyond