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Menicon Subsidiary Opens Eye Health Science Museum in China

Menicon Co., Ltd. (Menicon) hereby announces that its subsidiary, Itabashi Medical Device Co., Ltd. Dalian, has opened an Eye Science Health Museum in Liaoning, China, with the aim of boosting knowledge of eye health—and near-sightedness, in particular—among youth demographics.

For details, please refer to the followings.

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Menicon Subsidiary Opens Eye Health Science Museum in China First Eye Health-Focused Museum in Liaoning Province Aims to Promote Awareness of Among Young People



Menicon Co., Ltd. (Head office: 3-21-19 Aoi, Naka-ku, Nagoya, Japan; President and CEO: Hidenari Tanaka) announced that its subsidiary, Itabashi Medical Device Co., Ltd. Dalian (No. 147 Zhongshan Road, Xigang District, Dalian, China; General Manager: Sun Zhengji), has opened an Eye Health Science Museum in Liaoning, China, with the aim of boosting knowledge of eye health—and near-sightedness, in particular—among young people.

The Affiliated Eye Hospital of Wenzhou Medical University, which has a solid track record in eye health in China, opened its Eye Health Science Museum as a vehicle for communicating to younger generations the importance of seeing. The success of that facility led to the establishment of the National Federation of Eye Health Science Museums, which operates facilities modeled on the Museum. Itabashi Medical Device Dalian has joined the federation and opened Liaoning Province's first Eye Health Science Museum in September 2021, which has received approval from the Dalian City Xigang District government as an official Education Base for Eye Health Science.

The Eye Health Science Museum is an educational facility that provides an entertaining way for visitors to learn about the importance of seeing. The museum is divided into four areas: the Image Area, the Science Area, the Interactive Area, and the Presentation Area, which combine to teach visitors about eye health and the mechanisms of near-sightedness, far-sightedness, and astigmatism. Multimedia-equipped learning facilities and a virtual reality “animal vision” experience are just some of the fun ways visitors can learn about the importance of seeing and better comprehend the value of sight.

The establishment of these facilities comes amid an increase in the myopic population, a trend that poses challenges in many countries. The Menicon Group works proactively to improve awareness of the importance of seeing in all its markets worldwide and has launched in Europe a treatment plan for myopia control called Menicon Bloom. The treatment plan offers two contact lens options— Menicon Bloom Night and Menicon Bloom Day—capable of helping limit the progression of myopia. In fact, Menicon Bloom Night has become the first CE-approved orthokeratology contact lens in Europe for myopia control, based on a wealth of scientific evidence amassed over

many years.

The prevalence of myopia in increasingly younger demographics is a problem worldwide, and that trend is particularly noticeable in China. Menicon and Itabashi Medical Device Dalian, inspired by their corporate slogan, “Contributing to society by providing superior visual correction,” hope to make a long-term contribution to health by harnessing the Eye Health Science Museum’s power to promote understanding of the need for eye care among Chinese youth and their guardians.



The Eye Health Science Museum was packed with elementary and middle school children during a recent holiday period in October.

Itabashi Medical Device Eye Health Science Museum

Address: 2nd Floor, Kangqiao Clinic of Ophthalmology and Optometry, 24 Da Gong Jie, Xigang District, Dalian, Liaoning, China

Area: 200 m²

Admission: Free

Further reading: https://mp.weixin.qq.com/s/C35W5jVq4_SR1N1r4NruEA



Menicon Bloom Night → <https://www.menicon.com/product/contact-lenses/view/bloom-night>

Menicon Bloom Day → <https://www.menicon.com/product/contact-lenses/view/bloom-day>