



Finally, A Solution to Treat the Myopia Epidemic for DC Area Children and Tweens
Treehouse Eyes Launches First-of-its-Kind Centers to Give Children Better Vision For Life

Washington, D.C., June 29 — There are currently over 10 million myopic (nearsighted, or blurry distance vision) children in the United States, and due to societal trends like increased screen time and lack of outdoor time, that number is expected to grow to over 30 million by 2050. Myopia is a condition that can lead to more severe, sight threatening diseases such as glaucoma, cataracts and retinal detachments.

While eye doctors usually prescribe glasses or contact lenses for kids with myopia, they're only a temporary "fix" and don't fully treat the underlying condition. Treehouse Eyes™, an innovative eye-care center, will offer the Treehouse Vision System™, a patent-pending protocol that offers a customized treatment plan for myopia to help give children better vision for life. Developed by a team of leading optometrists and ophthalmologists, the Treehouse Vision System™ is an integrated treatment that combines several of the most efficacious treatments in order to provide a single therapeutic system.

"The types of treatment Treehouse Eyes™ offers are non-invasive and supported by strong evidence of their efficacy and safety," said Erin Stahl, pediatric ophthalmologist and investor in Treehouse Eyes. "Most eye doctors have busy practices which makes it difficult to recommend and provide the types of customized treatments Treehouse Eyes™ will offer. I'm excited there is finally a place dedicated to providing this type of needed service for children with myopia."

There are approximately 180,000 children with myopia in the DC metro area. Treehouse Eyes is opening its first locations in the region with the goal of being a different kind of eye-care provider. While many existing eye-care companies have explored potential treatments, it took a small, entrepreneurial and dedicated team to invest in the research that resulted in this new protocol.

"We want our centers to be a uniquely nurturing and positive space offering families diagnosed with myopia a new pathway to better vision for life," said Matt Oerding, Treehouse Eyes co-founder and CEO. "We're challenging the status quo around vision care and have the opportunity to help kids see a brighter, and clearer, future."

The Bethesda location, located at 10215 Fernwood Road, will be run by Dr. Andrew Morgenstern, the past President of the Maryland Chapter of the American Optometric Association and Maryland Optometrist of the Year 2015. The Tysons Corner center will be at 8100 Boone Boulevard.

The centers will offer appointments designed to accommodate the schedules of busy parents and children, including before and after school and on the weekends. For more information and to book an evaluation, go to TreehouseEyes.com.

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