



Treehouse Eyes Launches First-of-Kind Centers to Give Children Better Vision For Life **Leading Eye-Health Experts Offer A Solution to Treat the Growing Myopia Epidemic**

Washington, D.C., June 22 – 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. Already the incidence of myopia in the U.S. has increased 66 percent in the last 30 years, leading many to label it an epidemic. Myopia is a condition that significantly increases the risk of more severe, sight-threatening diseases such as glaucoma, cataracts and retinal detachments.

While eye doctors typically prescribe glasses for patients with myopia, they're only a temporary "fix" and don't fully treat the underlying condition. Co-founders Matt Oerding and Dr. Gary Gerber created Treehouse Eyes™, an innovative eye-care center that will offer a patent-pending protocol which treats myopia to give children better vision for life.

With extensive business and medical experience in the eye health field, Oerding and Gerber created an advisory board including some of the world's leading experts in myopia control and the founder of Lenscrafters. The two started the company and raised close to \$2 million in seed funding in less than six months. The market potential in the US alone for myopia treatment is estimated at over \$600 million annually.

"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 advisory board member for 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."

The first two Treehouse Eyes locations will open in the Washington, D.C. suburbs - an area with high prevalence of myopia. Current plans include expansion in major markets across the United States with a goal of opening twenty more centers in the next two years. The centers are designed to be more engaging and inviting than your typical doctor's office. In addition, they will offer appointments designed to accommodate the schedules of busy parents and children, including before and after school and during the weekend.

“We want our centers to be a uniquely nurturing and positive space offering families with children diagnosed with myopia a new pathway to better vision for life,” said Oerding. “We’re challenging the status quo around vision care and have the opportunity to help kids see a brighter, and clearer, future.”

For more information, visit TreehouseEyes.com.

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