



## **Boulder Entrepreneur Launches Treehouse Eyes: First-of-their-Kind Centers to Give Children Better Vision For Life**

*Finally, A Solution to Treat the Growing Myopia Epidemic*

Boulder, CO - June 22 – There are currently over 10 million myopic (nearsightedness causing 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 typically prescribe glasses for kids with myopia, they're only a temporary "fix" and don't fully treat the underlying condition. Boulder-based co-founder and CEO Matt Oerding and his business partner, Dr. Gary Gerber, created Treehouse Eyes™, an innovative eye-care center that offers a patent-pending protocol which treats myopia, giving children better vision for life.

Oerding has spent the last fifteen years in marketing and management roles with pharma-powerhouse Novartis, running eye care businesses around the globe. He and his family made a lifestyle decision to move to Boulder in 2015 to raise their family and launch the company.

"Boulder has an amazing startup scene with best-in-breed professional services for entrepreneurs," said Oerding. "Our legal counsel, CFO, accountant, business banker, and CPA are all here and specialize in working with startups. We're excited to play a role in the growing healthcare arena happening in Boulder."

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 types of treatments 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."

The first two Treehouse Eyes 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 more than twenty centers in the next two years.

The centers are designed to be more engaging and inviting than your typical doctor's office and will offer appointments designed to accommodate the schedules of busy parents and children, including before and after school and on the weekends.

"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 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](http://TreehouseEyes.com).

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Media Contact:  
Jennifer Bodner  
[jennifer@babbitbodner.com](mailto:jennifer@babbitbodner.com)  
404.729.6576