

A New Era in Myopia Control: MiYOSMART iQ is a Gamechanger for Canadian Pediatric Care



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By Kim Kochendorfer, RO – Professional Affairs Manager, Canada & Licensed Optician



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The landscape of pediatric eye care is shifting. As myopia rates continue to climb globally, the responsibility of the eye care professional has evolved from treating myopia as a simple vision correction to proactive disease management. At HOYA, we have been at the forefront of this evolution since 2018 with MiYOSMART, a solution that has since protected more than 13 million eyes across 50 countries.¹

Today, we are standing on the cusp of a new milestone with the introduction of MiYOSMART iQ.

WHAT MAKES THIS LENS DIFFERENT?

As we prepare for the official Canadian rollout of MiYOSMART iQ, the clinical community is rightfully asking: *What makes this lens different?*

The answer lies in our novel Triple Enhanced Design (DIMS TED). While our original DIMS technology remains a gold-standard, evidence-based solution, MiYOSMART iQ leverages nearly a decade of clinical insights to push the boundaries of effectiveness even further.

The TED design features three critical enhancements: an expanded treatment zone, defocus segments positioned closer to the lens center, and higher defocus power, all aimed at providing enhanced performance. By extending the treatment zone, we can more continuously activate the near-peripheral retina – the region identified as the “sweet spot” for controlling axial elongation.^{2,3}

EARLY CLINICAL RESULTS

The early clinical results are, quite simply, the most impressive we have seen to date. Interim six-month data from a randomized controlled trial showed that children aged 4-12 wearing MiYOSMART iQ showed no myopia progression on average, with minimal eye growth.^{2,4} Furthermore, the evidence suggests that MiYOSMART iQ is twice as effective as the original MiYOSMART in controlling axial elongation and myopia progression.²

“I’ve seen many industry innovations come and go over the years, but MiYOSMART iQ is truly exceptional for the Canadian market,” says Steven Haifawi, President of HOYA Canada. “Our mission has always been to support ECPs with the best science has to offer. With iQ, we are doing exactly that—we’re ushering in an era of myopia management that will change the trajectory of children’s vision health globally.”

To that end, HOYA Canada is assembling a dedicated Canadian advisory board and an exclusive pilot project with select opinion leaders this spring. These initiatives will provide the local insights and best practices required to support a 2026 market rollout.

A POWERFUL PORTFOLIO

As we move forward, MiYOSMART iQ will exist alongside our pioneering MiYOSMART DIMS lens. This creates a powerful portfolio: the original DIMS remains an excellent, cost-effective choice, supported by eight years of clinical data, while MiYOSMART iQ is our most advanced solution for patients with early-onset myopia or who require the strongest possible intervention.

At HOYA, our legacy is built on science, but our future is built on partnership. We look forward to working in Canada and other countries to usher in a new era where “slowing progression” is no longer the final goal—but rather the baseline for a future where every child can see clearly and live fully.



With over 15 years of experience as a licensed Optician, **Kim Kochendorfer** is dedicated to improving lives through quality eye care. Since joining HOYA in 2015, she has excelled in various roles, including Myopia Management Specialist. Her firsthand experience with high myopia fuels her passion for advancing therapeutic eye care and shaping a brighter future for vision health.

REFERENCES

1 Based on the number of MiYOSMART spectacle lenses sold and the number of countries selling MiYOSMART spectacle lenses according to HOYA’s sales data on file as of January 26.

2 Tse DYY, Chun RKM, Hon Y, et al. Myopia Control Efficacy of Defocus Incorporated Multiple Segments Triple Enhanced Design Spectacle Lenses. The 41st Asia-Pacific Academy of Ophthalmology Congress, 2026. Abstract #205567.

<https://2026.apaophth.org/abstract/?code=205567>

3 Swiatczak B, et al. Retinal “sweet spot” for myopia treatment. *Sci Rep.* 2024;14:26773.

4 HOYA data on file. Myopia Control Efficacy of Defocus