

eye *Facts and Fancies*

Sunglasses With UV Protection Shield Eyes From Damage

(NAPSA)—Although sunglasses can help you look cool, you'll be looking smart this summer when you protect those baby blues from the sun's harmful rays.

According to Jeff Smith, O.D. in charge of professional services at Pearle Vision, sunglasses and prescription sunglasses with adequate UV protection are more than just a fashion accessory. "Prolonged exposure to ultraviolet rays can cause significant eye damage," he warns. "Studies have shown that cumulative unprotected sun exposure may also cause cataracts, premature aging and even skin cancer around the eyes."

Here's what to look for when shopping for your next pair of shades:

UV protection

For optimum protection, lenses should block 99 to 100 percent of UV rays. UV rays are strongest between 10 a.m. and 3 p.m. and are stronger at high altitudes and closer to the equator. Going to the beach? The reflective qualities of sand and water amplify the effects of UV radiation, potentially harming unprotected eyes even over a brief period of time. Clouds may block brightness, but still allow 80 percent of UV light to reach eyes and skin.

Photokeratitis, a painful sunburn of the cornea, can result from too much time in the sun



These tortoise frames from Guess will have you looking smart as you keep your eyes safe from the sun's harmful rays.

without adequate protection. Symptoms include discomfort, blurred vision and light sensitivity. Cataracts, a common vision problem, are also thought to be a result of unprotected, long-term sun exposure.

Children's eyes can be particularly sensitive to the sun, so make sure that your kids are wearing their sunglasses when they are outdoors. A wide-brimmed hat for babies and toddlers is also a wise idea.

Polarized lenses

Sun glare, a problem that can

cause eyestrain and impaired vision, can be addressed by using polarized lenses. Ideal for outdoor activities and driving, these lenses use polarized filtering to deflect and diffuse concentrated light waves, eliminating 99 percent of reflected glare. Sun glare can be a real danger when driving, as bright sunlight or reflected light off a vehicle or roadway can be temporarily blinding. In addition, polarized lenses can increase visual clarity and enhance depth and color perception.

Hip to be cool

It's a smart move to protect your eyes from the sun's damaging rays year-round. And who doesn't crave the latest look when it comes to sunglasses? Optical retailer Pearle Vision carries a wide selection of prescription and non-prescription sunglasses including trendy designer lines such as Maui Jim, Ralph Lauren, Calvin Klein, Gucci, Tommy Hilfinger, DKNY, Ray Ban and others.

In addition, at Pearle Vision, you can turn any eyeglass frame into a custom pair of prescription or non-prescription sunglasses with UV protection and your choice of tinted, polarized or mirror-coated lenses.

For more information on UV protection, visit www.pearle-vision.com or call 1-800-YES-YES.