

## New Ways To Protect Your Children's Eyesight Year-Round

(NAPSA)—If your family is like most, a few facts on sunlight and eyesight could be illuminating.

### The Importance Of Eye Protection

First, you should know that the average child's eyes get about three times as much exposure to ultraviolet (UV) rays as do the average adult's.

There are several reasons for this. For one thing, children are more likely than adults to be outdoors, especially in the summer and on snowy days, and sand, snow and water reflect UV light and increase the need for protection. For another, children's eyes are even more sensitive to UV rays than adults' because they are clearer and more delicate and their pupils are larger and let far more light through than adults' eyes. Exposure to UV radiation can lead to keratitis in children; that is, an inflammation of the cornea that causes pain and itchiness.



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### A polarizing light filter keeps harmful UV rays out of kids' eyes.

According to the experts at the World Society of Paediatric Ophthalmology and Strabismus, "shielding children's eyes from excessive ambient UV radiation in direct and reflected sunlight is extremely important. Whenever outside, appropriate UVA/B-blocking protective lenses in well-fitted, safe frames are valuable for all; particularly in the younger child, adolescent and those who are geographically or medically at higher risk. The lenses should block at least 99 percent of UVA/B light and meet local protection standards. Polarized lenses often provide greater comfort from glare, especially for light-sensitive children."

### An Answer

To help parents take care of their children's eyes, the Polaroid Sunglasses brand created a free UV app called the Polaroid UV Alert app that measures UV radiation. Available from Apple's App Store—designed for iPhones and the Apple Watch—and also compatible with iPads and iPod Touch, it is aimed to alert users when radiation reaches dangerous levels and offers information on polarized lenses and lens tech-



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### A handy app can help you tell how strong the sun is right where you are so you can protect your family.

nology, including directions on where to purchase high-quality Polaroid polarized sunglasses.

### A Problem

Unfortunately, most people don't pay enough attention to eye protection and are not aware of the harmful effects of UV rays. Only half the population thinks that sunglasses are a must-have accessory to protect the eyes from harmful solar radiation, and more than 30 percent of them say they rarely wear sunglasses.

Perhaps because of this deficiency of awareness, product quality is not behind most sunglass purchase: 57 percent of customers buy sunglasses only for style and 28 percent based on price, while only 15 percent make informed choices based on lens quality and UV protection level.

### How To Choose Sunglasses

Wearing sunglasses that block 100 percent of UV rays and up to 96 percent of blue light is a simple, safe and cost-effective way to protect the eyes.

Although lens color and shading are not indicators of the sunglasses' UV-blocking ability, different lens colors offer different advantages:

- **Yellow:** good for skiing or low-light situations, such as fog, as they increase contrast though they can cause color distortion;
- **Amber/Brown:** good for nearsighted people;
- **Light Blue/Green:** best suited for farsighted people.

The level of eye protection depends mainly on the lens filter and material.

For example, Polaroid Sunglasses' UltraSight polarized lenses let less than 1 percent of

UV rays pass through up to 400 nanometers, exceeding the protection available in most other sunglass lenses. UV400 lenses block all harmful UVA, UVB and UVC rays, eliminate glare and provide crisp, correct vision and accurate color perception. The core element is the polarizing light filter. UV light absorbers and shock-absorbing layers are fused to both sides of the lens so it's light, flexible and impact resistant. A scratch-resistant layer on both the outer surfaces completes the lens structure.

The company is a worldwide leader in eye care and optics and a pioneering international eyewear brand that owes its name to



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### The newest polarized sunglasses from Polaroid protect the eyes in a rainbow of colors.

the invention of polarized lenses, changing the world of technology and optics.

Said Luisa Delgado, CEO of Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of Polaroid, as well as several other well-known brands of sunglasses, optical frames and sports eyewear, "We are committed to protecting children's and adults' eyes from the sun's damaging rays. Our eyes need to be equally protected from the sun as does our skin and UV-filtering lenses are of the utmost importance for children in particular."

Polaroid Sunglasses for adults and children are available at better optical, department store and sunglass specialty retailers and can be found online at [solsticesunglasses.com](http://solsticesunglasses.com) and [dillards.com](http://dillards.com).

### Learn More

For further facts and eye care and eyewear advice, go to [polaroideyewear.com/kids](http://polaroideyewear.com/kids), [www.polaroideyewear.com](http://www.polaroideyewear.com) and <https://itunes.apple.com/us/app/polaroid-uv-alert/id1007544164?mt=8>.