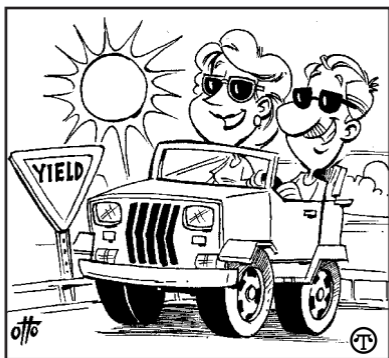


Sight's Impact on Your Senses: Why it Makes Sense to Care for Your Vision

(NAPSA)—Seventy percent of the human body's sense receptors cluster in one of our most important senses—our eyes—all in a width of 2.5 cm and a weight of seven grams. These receptors allow us to recognize our loved ones, drive a car, read a book and watch television.



Even with so much of our lives requiring our eyesight, the eyes are often neglected when it comes to preventative care. Vision loss is one of the most feared physical impairments in the U.S., yet the number of people who suffer from vision loss continues to increase. It is estimated that half of all blindness can be prevented.

The leading causes of vision impairment and blindness in the U.S. are primarily age-related eye diseases including macular degeneration, cataracts and glaucoma. Macular degeneration, also known as age-related macular degeneration or AMD, is the leading cause of blindness for people over 50, but a national survey showed that more than two-thirds of Americans are not familiar with this disease. Macular degeneration causes loss of central vision, leaving only peripheral vision intact.

This summer and every year, celebrate your most useful sense—sight—by having your eyes examined. Because early detection is key to saving sight, encourage your friends and family, especially those over 50, to get annual eye exams.

For more information about macular degeneration, visit www.amdfacts.com or call 800-AMD-4636.



Note to Editors: June 24 is Celebrate the Senses Day.