

eye *Facts and Fancies*

Sunwear with AR Coating Provides Maximum Comfort

(NAPSA)—When choosing sunwear that will provide maximum protection for your eyes, it is helpful to shed a little light on the subject of anti-reflective (AR) coating.

One of the most frequently asked questions is how can consumers receive the maximum protection and comfort from their sunwear. The solution is to apply an AR coating when you purchase new lenses. AR coating will increase the amount of light reaching the eye providing clearer vision, and reduce reflections on the lenses for greater wearer comfort.

According to the AR Council, a national non-profit organization committed to educating consumers and eyecare professionals about the vision and safety benefits of AR coating, it is a “given” that sunwear must have AR coating. Without it, the back surface of the lens (closest to your eye) can function like a mirror and you will see the reflection of your eyes or lashes on the back surface of the lens. Additionally, AR coating will eliminate annoying reflections on the front surface of your lenses allowing virtually all available light to pass through your lenses for sharper, clearer, more comfortable vision.

To eliminate reflections, and



Sunglasses with AR coating help protect the eyes and improve overall vision.

experience the maximum in sunwear comfort, ask your eyecare professional about the many benefits of AR coating. You'll be certain to enjoy all the sunny days ahead when you do!

For a free brochure on anti-reflective coated lenses, contact AR Council toll-free at 877-254-4477 or www.arcouncil.org.