



spotlight on health

Don't Forget Sunblock For The Eyes This Winter

(NAPSA)—While the sun may seem like a distant memory during cold and cloudy months, the danger from invisible UV radiation is a reality year-round.

Even in winter months, exposure to UV light can result in "sunburn" to the eye's surface. If there is snow on the ground, up to 85 percent of UV rays can be reflected upward. Cumulative damage from UV exposure may contribute to serious eye diseases.

While some Americans remember to protect their skin from UV, they are less likely to think about their eyes. According to a recent national survey from Transitions Optical, Inc., 79 percent of Americans know about the damage UV rays can do to the skin, but only 6 percent know it can harm the eyes.

Consider these ideas to help protect the eyes from harmful UVA and UVB radiation as part of an overall sun protection regimen:

- **Choose eyewear with convenient, everyday protection**—Because damage from UV rays is cumulative, eyeglasses with 100 percent UV protection should be worn any time you are outside, even in winter months and on cloudy days.

- **Think past sunglasses**—While sunglasses can provide UV protection, people typically only wear them when it is bright outside, and ignore them on cloudy days when UV is still a threat. Consider everyday protection like Transitions® Lenses that are as clear as regular glasses until dangerous rays are present. Then, the



brighter the sun, the darker they get—getting as dark as sunglasses in bright sunlight. Since they darken only as much as needed, they can be worn comfortably year-round to provide convenience and automatic UV protection every day—sunny, cloudy or in between.

- **Consider frame size**—The larger the frames, the more the eye area is protected from UV rays.

- **Hats on**—Even in the winter, wear hats with wider brims because they offer more protection from UV rays.

- **Don't forget the kids**—Even though children spend more time outdoors than adults, they are less likely to wear everyday UV protection for the eyes. Since the damage from UV exposure is cumulative, protection should begin early in life.

To learn more about the risks of harmful UV exposure, talk to your eyecare professional or visit www.transitions.com.