

TAKE A CLOSER LOOK



WHEN BUYING SUNGLASSES THIS SEASON

PROTECT YOUR EYES

OVER TIME, HARMFUL
EFFECTS OF UV EXPOSURE
CAN CONTRIBUTE TO:



- Pterygium (abnormal growth)
- Cataracts
- Macular Degeneration
- Photokeratitis (sunburn of the eyes)
- Skin Cancer Around the Eyes

When purchasing sunglasses, 41 percent of consumers don't check UV protection level and only 30 percent said UV protection is most important factor*.

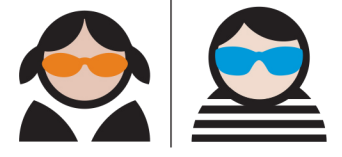
SUNGLASSES CHECKLIST:

- Lenses that block out 99 to 100 percent of both UV-A and UV-B rays
- Lenses with a uniform tint are ideal. If purchased, gradient lenses should lighten gradually with the top being darkest.
- A frame that fits close to the eyes and contours to the shape of the face



CHILDREN NEED PROTECTION TOO!

Children take in 3x more UV exposure than adults – up to 80% of their lifetime exposure occurs by age 20.



*Ninth annual American Eye-Q® survey created and commissioned in conjunction with Penn, Schoen & Berland Associates (PSB) on behalf of the AOA, March 20-25, 2014.

