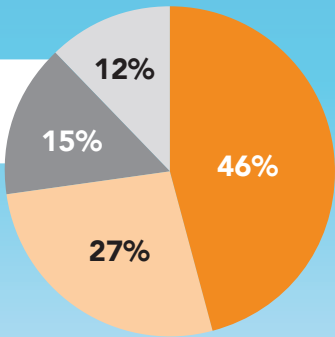


A LIFETIME OF UV EYE PROTECTION

UV-Safety Facts from The Vision Council

WHAT YOU DON'T KNOW **CAN** HURT YOU:

How Often Do You Wear Sunglasses?

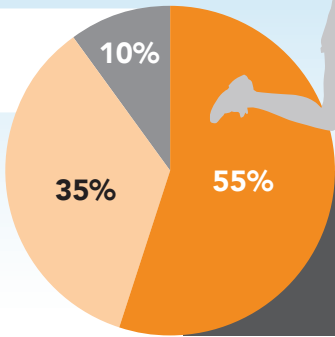


- When it's sunny (46%)
- Every time (27%)
- Rarely (15%)
- Never (12%)

- 49%** of U.S. adults don't know that UV exposure increases the likelihood of cataract formation
- 43%** don't know that UV exposure can cause cancer of the eye or eyelid
- 36%** don't know that eyes can be sunburned

Source: The Vision Council, 2014 Sun Protection Survey

Are Your Sunglasses UV-Protective?



- Yes (55%)
- I don't know (35%)
- No (10%)



Only 21% of runners observed during marathons were wearing sunglasses

Preparation today can help sustain healthy vision for the future

INFANTS & CHILDREN

Children receive 3X the annual adult dose of UV radiation & their eyes are more vulnerable to UV

TEENAGERS

About 25% of an individual's lifetime exposure to UV occurs before age 18

20s & 30s

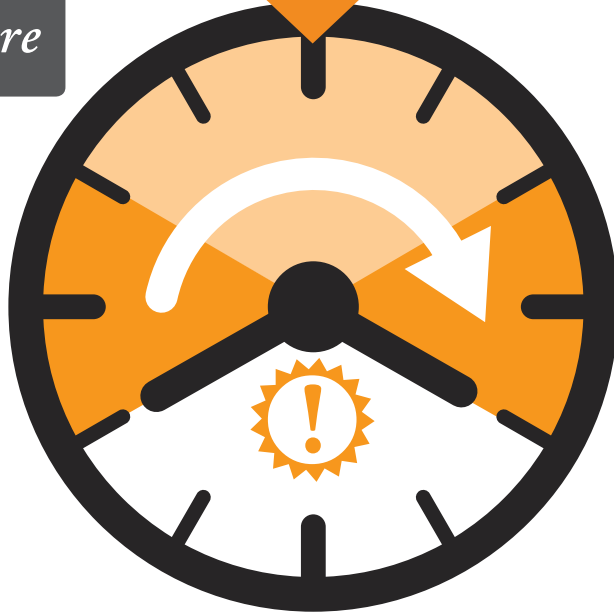
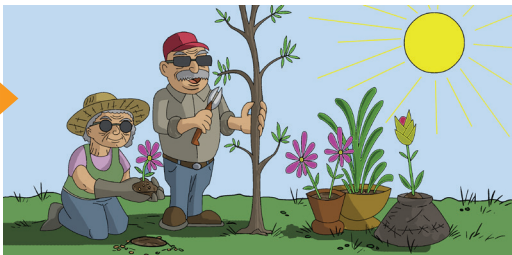
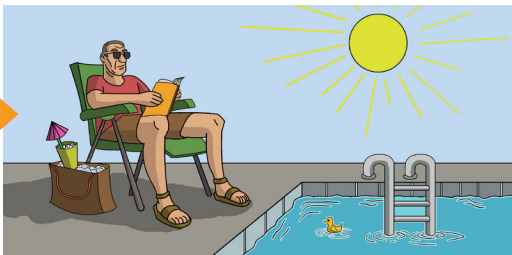
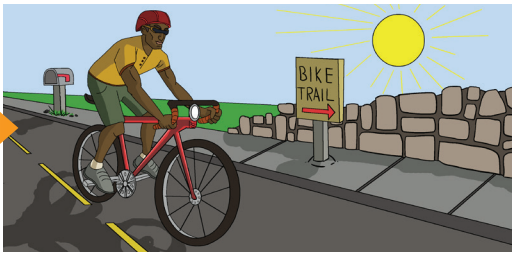
The number of women under 40 with basal cell carcinoma more than doubled since 1975

MIDDLE AGE

The first signs of cataracts can emerge in the 40s and 50s

60+

Risk of age-related macular degeneration is at its highest and cataracts are commonly reported at age 60+



DANGEROUS TIMES:

Research has found that the eye receives nearly double the amount of UV radiation during peak running times.

The level of UV entering the eye in the early morning (8AM-10AM) and late afternoon (2PM-4PM) is nearly double that of midday hours (10AM-2PM) at most times of the year.



REFLECTED UV LIGHT IS JUST AS DAMAGING AS DIRECT UV.



Water reflects up to **100%**

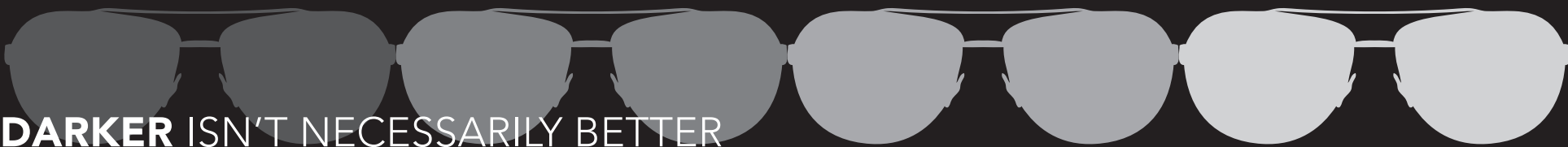


Snow reflects up to **85%**



Dry sand and concrete reflect up to **25%**

Grass reflects up to **3%**



DARKER ISN'T NECESSARILY BETTER

Remember, the tint and color of sunglass lenses has no bearing on the level of UV protection. One of the biggest myths about sunglasses, in fact, is that the darker the lens, the more UV protection there is. Even clear glasses with UV treatments provide excellent coverage from the sun.



THE VISION COUNCIL

www.thevisioncouncil.org