

UNDERTHE SUN

HOT TIPS FOR COOL SHADES

UV, GLARE & YOU

SUNWEAR FASHION TRENDS

PERFORMANCE & FUNCTION:
GET YOUR GAME ON

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The Vision Council works to provide better vision care for all people. We are a non-profit trade organization and our members are leaders in vision correction and vision health. For more information on anything you have read in this magazine, please contact us at 703-548-4560 or info@thevisioncouncil.org.

YOU'VE ONLY GOT TWO EYES: PROTECT THEM FROM UV RAYS

Every day that you're outside, you're exposed to dangerous, but invisible, ultraviolet (UV) sunlight. UV rays can burn and wrinkle your skin, hasten premature aging and even cause skin cancer; imagine the damage they can do to your eyes. Shield your eyes from harmful UV rays by wearing sunglasses with maximum UV protection.

Different lifestyles and activities require different eyewear features – matching your unique lifestyle needs with the right kind of sunwear can increase your comfort and protect your vision. This magazine provides you with information about the unhealthy effects of UV rays and how to select the best sunglasses for your individual needs.



Protection: UV, Glare & You

If you spend time outdoors without sunglasses or eyeglasses with UV protection, UV rays can reach your eyes. Besides the discomfort caused by glare, UV can cause serious damage to your eyes.

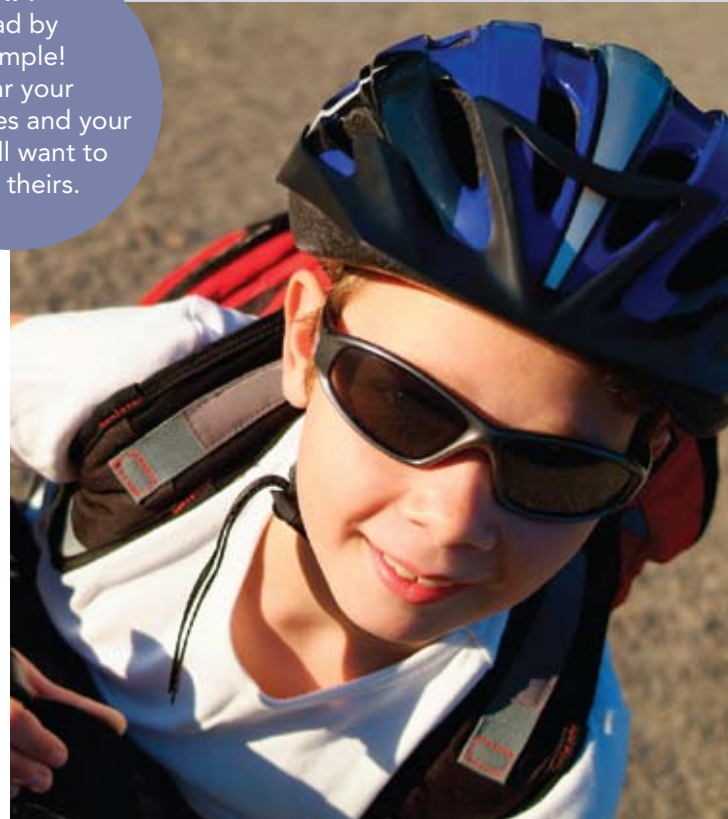
UV exposure puts you at risk for these conditions:

- **Age-related macular degeneration (AMD)**
AMD is the leading cause of blindness among Americans over age 60. It is caused when the part of the eye responsible for sharp, straight-on vision – the macula – breaks down and causes a loss of central vision.
- **Cataracts**
Cataracts is a gradual clouding of the lens of the eye.
- **Melanoma**
Melanoma is the most serious type of skin cancer.
- **'Sunburn' on the eye**
Intense exposure to the sun can cause your eyes to feel dry and they may become red. This condition usually goes away after a few days and usually does not have long-term health effects.
- **Wrinkles around the eyes**

Children's developing eyes let in more UV rays than adults'; and since children spend a lot of time outdoors, it is important that they wear sunglasses or eyeglasses with UV protection. Besides protecting your eyes from UV rays, children (and adults) can enjoy the additional benefits of glasses when spending time outside, such as:

- **Protecting the eyes from wind, dust and pollen**
- **Comforting dry eyes**
- **Enhancing contrasting colors**
- **Reducing tearing, squinting and eyestrain**
- **Reducing glare**
- **Improving visual comfort**

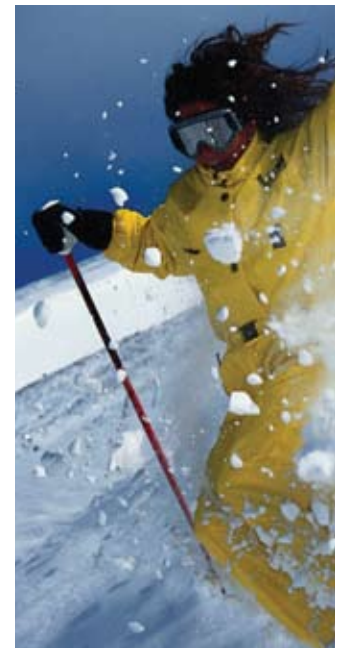
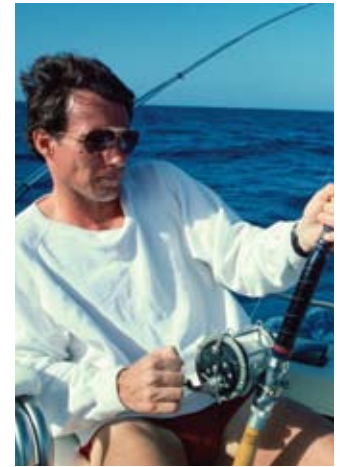
TIP:
Lead by example!
Wear your sunglasses and your kids will want to wear theirs.



Performance & Function: Get Your Game On

Different lifestyles and activities require different sunglass or eyeglass lens and frame features. Matching your unique lifestyle needs with the right kind of sunwear can not only increase comfort and protect your vision, but it can also enhance your performance.

Constant advances in technology can give you a competitive edge that will keep you on top of your game. Whether you're a pro skier, an occasional biker or a fishing enthusiast, there's sunwear available that can help improve your performance.



Sunglass & Eyeglass Frames

Most sunglass frames are made from metal, plastic, or a combination of the two. Style features can add value and comfort and pump up your performance at the same time. These include: **non-slip bridges, gripper temples, spring hinges, shields, wraps and venting systems.**

Sun clips and sunwear that fits directly over prescription eyewear are also available to meet specific needs. Fit and comfort are crucial. Take time to try on sunglasses and consider how they feel. They should be comfortable and secure. Just like trying a new pair of shoes, take the time to fully experience the fit.

Lens Options & Tints

Who knew a lens could do so much? The right lenses can drastically alter performance while outdoors.



Hummer by Signature Eyewear

Lens Options

If you do not need corrective lenses, and you do not have a medical condition which would require special eyewear, it is safe to buy sunglasses without a prescription. Look for these lens options that are available in non-prescription and prescription lenses:

- **Photochromic Lenses**
These changeable lenses automatically darken and lighten to provide the right level of protection and comfort over a wide range of light conditions.
- **Anti-reflective Lenses**
These lenses dramatically reduce distracting reflections, improving contrast, visual acuity and comfort in difficult lighting situations.
- **Mirror Coated Lenses**
These lenses reflect light across a wide spectrum, including infra red (IR) or heat rays.
- **Polarized Lenses**
Polarized lenses work exceptionally well to filter out reflected glare from shiny surfaces like water, pavement and dashboards. They improve contrast and visibility while reducing squinting and eyestrain.
- **Impact Resistant Lenses**
All sunglasses in the U.S. must meet FDA impact requirements. Until recently, the only lens material recommended for high impact or competitive sport use was polycarbonate. Now there are new high strength lens materials, including polyurethane, which bring new performance options to sunwear.
- **Scratch Resistant Lenses**
These lenses increase durability and minimize abrasions.

TIP:
The most commonly used lenses are medium to dark, but the amount of UV protection is not dependent on lens darkness. Lightly tinted lenses can easily block up to 100 percent UV.

TIP:
Normal sunglasses are impact resistant but they are not shatterproof.



Smith Optics



Foster Grant

Tint and Color

The tint and color of a lens can also affect performance. Here are some popular choices that are available in many price ranges:

- **Solid Tinted Lenses**
These lenses are evenly tinted across the entire lens to cut glare from all directions.
- **Gradient Tinted Lenses**
These lenses are darker at the top and lighter at the bottom to cut overhead glare and provide clearer vision straight ahead and when looking down.
- **Double Gradient Lenses**
These lenses are darker at the top and bottom and lighter in the center to cut overhead and reflected glare from the ground and provides clearer vision straight ahead.
- **Brown/Amber/Copper Lenses**
These tints reduce glare and improves contrast and visibility by selectively filtering blue light - great for driving, golfing, water and snow sports.
- **Gray/Green-Gray Lenses**
These general purpose tints reduce glare while maintaining natural colors. These are the most popular colors for driving because the eyes will not tire.
- **Yellow/Rose Lenses**
These tints enhance contrast and definition especially in lower light conditions, like fog and haze. They can distort color in certain situations.

Pizzazz: Sunwear Fashion Trends

Betcha can't have just one! Sunwear offers tons of options for you to find the perfect shades for any activity or image statement. Sunglasses are a great way to show your sense of style and stay at the top of your game, so indulge yourself – you deserve it. Snag a few pairs, start your very own 'sunwear wardrobe' and you'll always be ready with the right equipment to pump up your performance and make a fashion statement.

Here are some of the latest sunwear fashion trends:

Retro Shapes

What's old is new once again. The hottest shapes for sunglasses are reminiscent of a different era as wayfarers, aviators, cat-eye and butterfly shades take the stage.



Stylemark

Eclecticism Rules

Feel free to mix and match lenses and frames for a look that is uniquely you. Play with different color combos, logo treatments, detailed temples and gradient or color-tinted lenses to match your mood.



Nathan Jenden by B.Base

Color Craze

Eye-popping brights, colored lenses, pale pinks, deep purples or neon stripes... the options are endless! Choose colors that you love but keep in mind the best colors are ones that complement your skin tone.



French Connection by Fabris Lane

Definite Drama

The bigger and bolder the better. Go for deep colors, subtle jewels and delicate temple details to enhance the drama of your look and create a rich and sensuous vibe.



Cliff Weil

Tres-Sportif

Show off your skills and sassy style with wraparounds and shields in black and white or wire frames with new metals finishes for a look that will guarantee a win on the runway or the court.



Achievia

Wild Thing

Be inspired by nature and play with treatments such as bamboo bridges and wood details for a look that reinforces the great outdoors. Or let your animal instincts out with leopard or tortoise printed shades.



Galvanic Design



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