

UNDER THE *SUN*

**HOT TIPS FOR
COOL SHADES**

**GET
SHADY**

**LENS
OPTIONS &
TINTS**

**THE BEST
SUNGLASSES
FOR YOUR FACE**

**PROTECTION:
UV, GLARE AND YOU**



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The Vision Council serves as a resource to the public looking to learn more about options in eyeglasses and sunglasses by sharing the latest in eyewear trends, advances in technology and advice from eyewear experts.

We are a nonprofit 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 that block UVA and UVB rays.

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 and You

If you spend time outdoors without sunglasses or eyeglasses that offer UV protection, harmful 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:

Cataract

A cataract is a progressive clouding of the lens of the eye and a main cause globally of reversible blindness.

Cancer

Cancer of the eye, eyelid and surrounding skin is among the most common complications. Although cancer of the eye is relatively rare, skin cancers of the area surrounding the eye is not. According to The Skin Cancer Foundation, a tenth of all skin cancers are found on the eyelid. Most are diagnosed as basal cell carcinoma, which can spread to the eye and adjacent tissue.¹

Sunburn of the eye

Intense exposure to the sun can cause your eyes to seem bloodshot, swollen or hyper-sensitive to light. Even just several hours of intense, unprotected exposure to UV radiation can cause a variety of short-term problems, ranging from irritating to painful.

The most extreme of these problems is photokeratitis, which essentially is sunburn of the eye. It's also known as "snow blindness," although a ski slope in winter isn't the only place that reflected UV rays can sharply increase the risk to unprotected eyes. The condition can be quite painful and can result in a loss of vision for 24 to 48 hours.

Pterygium

Pterygium, or "surfer's eye," an abnormal but typically benign growth on the eye's surface (most times originating in the corner of the eye near the nose). Pterygium is linked to excessive exposure to sun, wind and sand. It can cause irritation, swelling and itchiness as well as corneal problems that can affect vision. And while it can be removed surgically, it also can recur.

Age-related macular degeneration (AMD):

AMD is a major cause of vision loss in older people that may result from prolonged UV exposure. The macula sits at the back of the eye, in the middle of the retina, where it focuses sharp, clear central vision. Damage to nerve cells there blurs fine detail and dulls colors in the center field of vision. Smoking, obesity, genetics and other factors also are risks associated with AMD.² The disease is progressive and often irreversible.

Wrinkles around the eyes

Additional UV exposure to the delicate skin around the eyes allows for free radicals to cause wrinkles easier than other parts of the skin.

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 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, pollen and physical injury
- > 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.

¹ Skin Cancer Foundation. The Eyelids: Highly Susceptible to Skin Cancer (accessed online).

² American Academy of Ophthalmology. Are You at Risk for Age-Related Macular Degeneration? March 2010.

LENS OPTIONS & TINTS

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

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 when exposed to UV (or sun) light to provide the right level of protection and comfort over a wide range of light conditions.

Anti-reflective Lenses

Anti-reflective (AR) lenses dramatically reduce distracting reflections, improving contrast, visual acuity and comfort in difficult lighting situations. In addition, the decreased reflections mean fewer headaches and less eye fatigue. AR lenses can make it more comfortable to drive at night due to diminished glare from headlights, taillights and street lights. Public speakers also find these lenses helpful as they reduce distracting reflections and allow for better eye contact when speaking to others.

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 and Trivex®, which bring new performance options to sunwear.

Scratch Resistant Lenses

These lenses increase durability and minimize abrasions.

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, while providing clearer vision straight ahead.

Brown/Amber/Copper Lenses

These tints reduce glare and improve 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

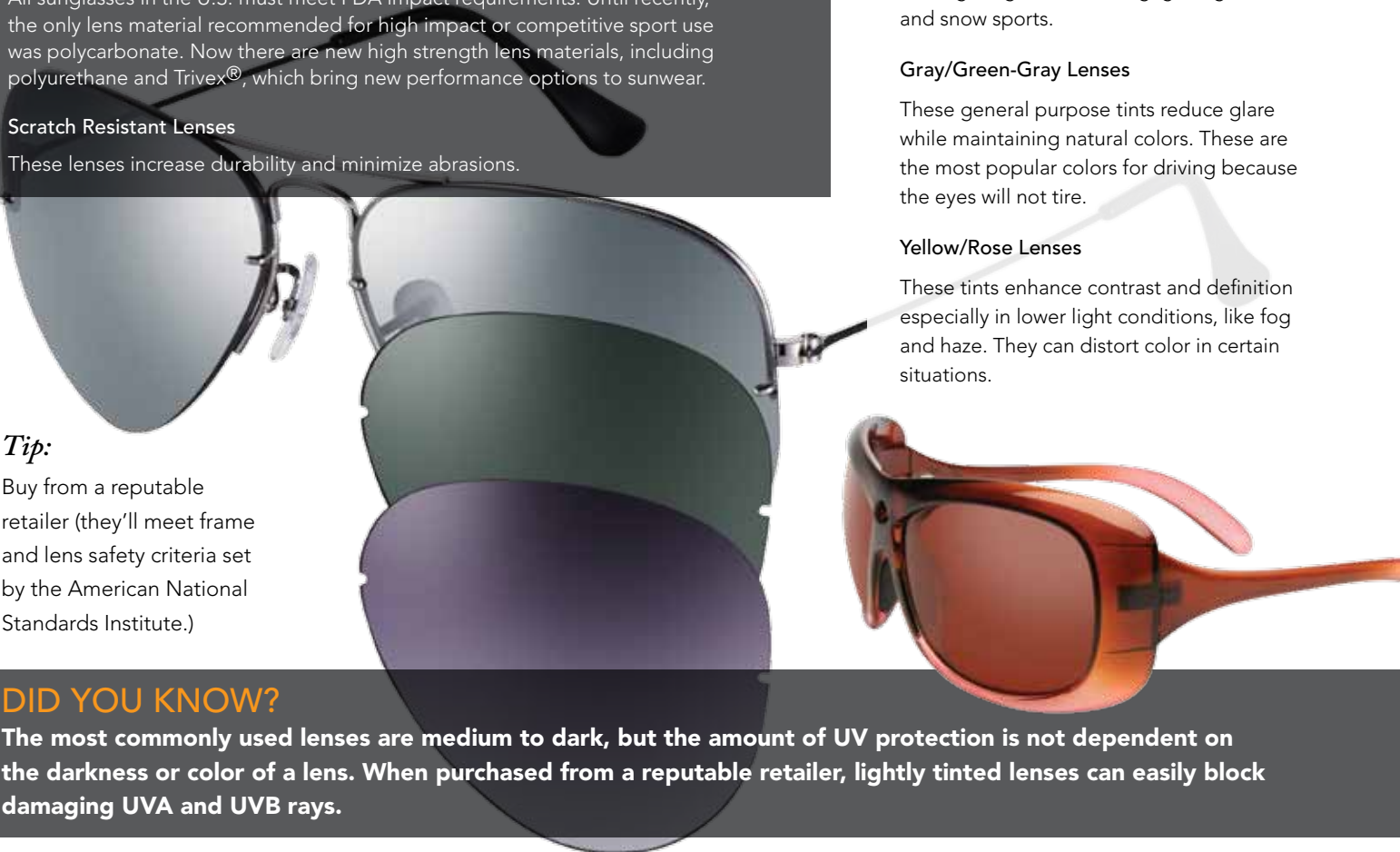
These tints enhance contrast and definition especially in lower light conditions, like fog and haze. They can distort color in certain situations.

Tip:

Buy from a reputable retailer (they'll meet frame and lens safety criteria set by the American National Standards Institute.)

DID YOU KNOW?

The most commonly used lenses are medium to dark, but the amount of UV protection is not dependent on the darkness or color of a lens. When purchased from a reputable retailer, lightly tinted lenses can easily block damaging UVA and UVB rays.



SHAPE UP: Find the Best Sunglasses for Your Face



HEART

Characteristics of a heart shaped face include a wide forehead and high cheekbones with a narrow chin. Look for frames that will broaden the appearance of the chin and minimize forehead width.

Choose:

Slightly rounded frames that dip between your eyes to break up a wider forehead or frames that are wider at the bottom

Frame suggestions: Aviator; Butterfly; Rimless

Avoid:

Overly embellished frames and top-heavy styles that draw attention upward



OBLONG

Characteristics of an oblong face include the face being longer than it is wide with narrow chin and cheeks and a large forehead. Look for frames that break the length of the face, making it appear shorter and wider.

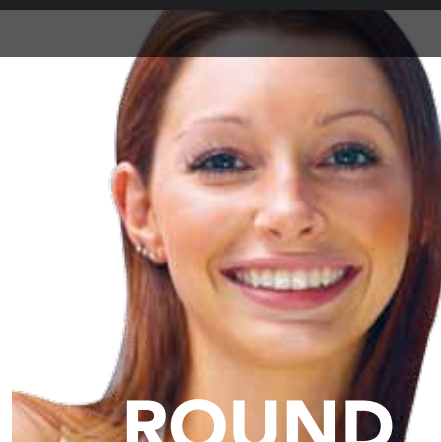
Choose:

Deep frames to minimize facial length and wide, oversized frames to bring proportion to the face

Frame suggestions: Oversized styles and wraparounds

Avoid:

Short frames without depth that will accentuate face length and frames that are too narrow



ROUND

Characteristics of a round face include full cheekbones, little to no angles and width and length are in similar proportions. Look for frames that make the face appear longer and thinner.

Choose:

Slightly angular frames that will create a narrowing effect

Frame Suggestions: Rectangles, squares and sporty or squared-off retro styles

Avoid:

Round frames or lenses which will exaggerate facial shape



OVAL

Characteristics of an oval shaped face include the chin being slightly narrower than the forehead – this is considered to be the most ideal face shape due to its balanced proportions. Look for frames that keep the natural balance of the oval.

Choose:

A size that's in proportion to the face

Frame suggestions: Options aren't limited so ovals can have fun and play with classic or trendy styles

Avoid:

Oversized styles that will swallow a petite oval shape or too-small styles on a larger face



SQUARE

Characteristics of a square shaped face include a broad forehead and strong jaw line, as well as a wide chin and cheekbones. Look for frames that soften and balance out a strong jaw line and make the face appear longer.

Choose:

Round, oval or curved frames to soften the face/jaw

Frame suggestions: Rounded or oval Jackie O styles, cat-eye and semi-rimless frames with soft curves

Avoid:

Boxy and angular frames as the sharp lines will be too harsh

GET

SHADY

Sunwear Fashion Trends

Sunglasses are the perfect accessory – not only are they functional but fashionable too! They protect your eyes from harmful UV rays, pump up your performance and add pizzazz to any outfit in an instant. Show off your personality and your style by arming yourself with a sunwear wardrobe full of options that will keep you fabulously framed no matter the outfit or situation.

Here's a look at some great trends to get you started in your quest for the perfect shades.

Retro Rules

What's old is new once again. The hottest shapes for sunglasses are reminiscent of a different era as hot vintage styles take center stage.



Color Craze

Play with eye-popping brights, colored lenses, two-toned, blues, purples and more – the options are endless! Patterns are also a fun way to bring out your colorful side.



Athletic Attitude

Show off your skills and sporty style with wraparounds or shields for a look that will guarantee a win on the runway or the court. Try pops of color or metal detailing for extra impact.



Downright Diva

Choose deep colors, glimmering jewels and metal accents to enhance the drama of your look. When going for glamorous, remember, the bigger and bolder the better.



Traditional Taste

Classic shades are a great way to show off your timeless fashion sense. Aviators and Jackie O styles with subtle detailing keep the look modern yet classically chic.



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THE **VISION**COUNCIL

Keep your health in sight.

thevisioncouncil.org

Want more sunwear tips?
Details on frame materials and lens options?
Visit The Vision Council website at
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