



# DANGERS OF THE SUMMER SUN

## Don't Take the Sun Lightly

Certain types of light from the sun can wreak havoc in the eye area.

**Did you know that HEV light may contribute to the development of macular degeneration?**

High-Energy Visible Light (HEV light)/Blue Light — Some of the latest eye research has implicated HEV light — high-energy visible light in the violet/blue spectrum — as a contributor to the development of cataracts, macular degeneration and other serious eye maladies. HEV falls into the near-UV range, from almost 400 to over 500 nm in the visible spectrum.

Blue light, roughly between 440 and 490 nm within the HEV spectrum, can damage the retina over time, leading to macular degeneration. The retina is the ocular membrane where images are formed and transmitted to the brain; the macula, the region of sharpest vision located near the center of the retina, is the most likely area to be damaged.

Coppertone polarized prescription lenses are designed to block harmful UV light and filter out the blue light spectrum also known as HEV (High Energy Visible) light.

**Did you know that UV radiation bounces off water, sand, concrete and snow?**

Ultraviolet A and Ultraviolet B light — Long-range, ultraviolet A (UVA) and short-range, ultraviolet B (UVB) rays are the most dangerous forms of light produced by the sun. At 320-400 nm (nanometers, or billionths of a meter) and 290-320 nm, respectively, these powerful rays have wavelengths shorter than visible light, making them invisible to the naked eye. They are considered a major cause of cataracts, eyelid cancers and certain other skin cancers, and believed to play a part (along with high-energy visible light, which includes blue light, part of the visible light spectrum) in macular degeneration, one of the major causes of vision loss in the U.S. for people over age 60.

People who work or play near these areas need to take extra precaution. Coppertone polarized prescription lenses block 100% of UVA and UVB rays.



**Did you know that  
approximately 5-10% of  
all skin cancer occurs  
on the eyelid?**

Coppertone polarized prescription lenses block 100% of UVA and UVB rays, the same rays that may contribute to premature skin aging caused by sunlight.

Skin cancers of the eyelid, including basal cell carcinoma (BCC) and squamous cell carcinoma (SCC) as well as melanoma, account for 5 to 10 percent of all skin cancers. Most occur on the lower lid, which receives the most sun exposure. BCCs make up about 90 percent and SCCs 5 percent or more of all eyelid cancers, while melanomas account for about 1-2 percent. BCCs of the eyelid affect an estimated 16.9 men and 12.4 women per 100,000 people in the U.S. each year. In addition, UV rays can prematurely wrinkle and age the skin around the eyes.



The Skin Cancer Foundation recommends this product as an effective UV filter for the eyes and surrounding skin.

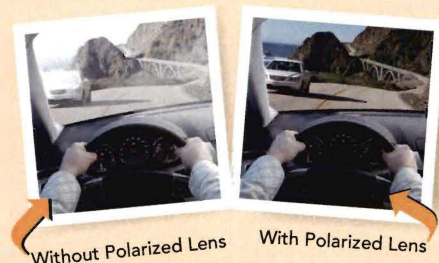
**Did you know thousands  
of people are injured each  
year, some fatally, as a  
result of glare?**

Coppertone polarized prescription lenses eliminate 97% or more of reflected glare.

Reflected glare is intensified light that is bounced off a smooth, shiny surface such as a black top road, sandy beach or oncoming vehicle.

Glare is often quoted as a contributing factor in auto accidents, especially auto/pedestrian accidents.

#### **A Glaring Difference**



**Did you know that by age 18,  
children have accumulated  
23% of their lifetime  
exposure to UV light?**

Coppertone polarized prescription lenses block 100% of UVA and UVB rays. UV damage is cumulative. You are never too old to protect yourself.

Coppertone polarized prescription sun lenses offer premium eye protection, visual performance and comfort for your entire family. It is important to protect everyone's eyes, no matter the age. It is estimated that 23% of lifetime exposure to UV occurs by age 18, so it's important that parents teach children how to enjoy fun in the sun safely.

