

Industry/Health News

Survey reveals that the majority of Americans don't consider UV protection the most important factor when purchasing sunglasses

ST. LOUIS, MO – Ultraviolet (UV) radiation is a concern for many Americans, but most people are thinking about protecting their skin, not their eyes. Whether it's a cloudy or sunny day, summer or winter, the American Optometric Association (AOA) reminds Americans to take specific measures to protect their eyes from the sun's UV rays in order to decrease the risk of vision disorders. The sun's primary danger is in the form of UV radiation. UV radiation is a component of solar radiation, but can be given off by artificial sources like tanning beds. According to the AOA's 2008 American Eye-Q® survey, which identified Americans' attitudes and behaviors regarding eye care and related issues, only 49 percent of Americans said UV protection was the most important factor when purchasing sunglasses. Respondents said that the price and style of sunglasses were among the

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Doctor's Corner



Allergies and Your Eyes

Springtime has arrived in Georgia. Azaleas are in full bloom, dogwoods are popping with their white and pink flowers, and pine trees are bursting coating everything with their signature lime green pollen. This time of year through early summer is brutal

for millions of allergy sufferers living in the Southeast. Common signs of allergies include: red, swollen, tearing or itchy eyes; runny nose; sneezing; coughing; difficulty breathing; itchy nose, mouth or throat, and headache from sinus congestion. For some people, allergies affect only their sinuses and not their eyes, while others

Office News

If you haven't yet made it out to one of our First Friday events, now is the season! On the first Friday of every month from April through September, the Village at Harmony Crossing celebrates family-style. Most shops stay open late with enticing sales. Live music fills the air. Large inflatable's hold children captive for hours. Food, beverages and a classic car show round out the evening. Mark your calendar and make it a point to stop in and see what sales and specials we have in store for you!



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most important factors to them. "Overexposure to UV rays has been linked to a variety of problems, including age-related cataracts and degeneration of the cornea," said Gregory W. Good, O.D., PhD, optometrist and AOA's UV Protection Expert. "Other disorders that can occur are abnormal growths on the eye's surface and even sunburn of the eyes. These conditions can cause blurred vision, irritation, redness, tearing, temporary vision loss and, in some instances, blindness." According to Dr. Good, the effects of solar radiation are cumulative; therefore optometrists recommend parents purchase proper eyewear for young children and teenagers. The longer the eyes are exposed to solar radiation, the greater risk a person has for developing conditions later in life such as cataracts or macular degeneration.

The following three tips from the American Optometric Association can help prevent eye damage from exposure to UV radiation:

1. Wear protective eyewear any time the eyes are exposed to UV rays, even on cloudy days and during the winter.
2. Look for quality sunglasses or contact lenses that offer good protection. Sunglasses or protective contact lenses should block out 99 to 100 percent of UV-A and UV-B radiation and screen out 75 to 90 percent of visible light.
3. Don't forget protection for young children and teenagers, who typically spend more time in the sun than adults and thus are at greater risk for damage

Doctor's Corner Continued

may be affected the opposite way. Others still are truly blessed to be affected both ways. While some OTC and prescription medications (Claritin, Zyrtec, etc.) for allergies may help a little with eye symp-

toms, many people need to take specific measures to minimize and eliminate their ocular symptoms. For mild symptoms of itching and watering, artificial tears used several times a day (more often if outside mowing the lawn) may be the answer. A cold washcloth filled with ice for a few minutes on closed eyelids can bring immediate relief to swollen, itchy eyes. For more advanced symptoms some OTC allergy drops and even prescription eye drops are the solution. For anyone suffering with allergies, I always recommend that if you have spent any time outdoors that you shower before bed to eliminate the pollen that would otherwise get trapped in your pillowcase and irritate your symptoms.

Interesting Facts

- The largest eyeball on the planet is 18 inches wide, about the size of a large watermelon and it belongs to The Giant Squid.
- Babies don't produce tears in their eyes until they are one to three months old.
- The Atlanta Braves are the oldest continuously operating professional sports franchise in America.
- Hit by a wedge, the spin rate of a golf ball can be as high as 10,000 rev/min or 160 rev/second.

Optician's Corner

When you're choosing sunglasses, what does matter?

- Ultraviolet (UV) eye protection matters. Choose sunglasses that block at least 99 percent of UVB rays and at least 95 percent of UVA rays. All of our sunglasses do.
- Polarized lenses. Polarized lenses reduce glare. Unless they're specifically treated with UV coating, polarized lenses don't offer UV protection. All of our Sunglasses are treated with UV coating.

- Photochromic lenses. Photochromic lenses reduce glare and help maintain clarity, although they may take time to adjust to different light conditions. All of our photochromic lenses offer UV protection.

The Facts about Lens Color (Tint)

All sunglass lenses are tinted to cut down on overall brightness and enhance terrain definition. Your choice of tint colors affect your vision by influencing 1) how much visible light reaches your eyes, 2) how well you see other colors, and 3) how well you see contrasts.

- **Brown/gray/green**—Brown, gray and green lenses are color-neutral, which means they cut down on overall brightness without distorting colors. These darker shades are intended primarily to cut through the glare and reduce eyestrain in moderate-to-bright conditions.
- **Yellow/gold/amber**—Yellow, gold and amber lenses provide less overall brightness protection, but excel in moderate-to-low level light conditions. They provide excellent depth perception, which makes them perfect for skiing and other snow sports. They also enhance contrasts in tricky, flat-light conditions.
- **Rose/vermilion**—Rose- and vermilion-colored glasses really do make the world seem brighter. They provide excellent low-light visibility and enhance contrast. They also enhance the visibility of objects against blue and green backgrounds, which makes them ideal for driving or exploring in forested areas.
- **Mirrored or flash coating**—This refers to a reflective film applied to the outside surfaces of some sunglass lenses. They reduce glare by reflecting much of the light that hits the lens surface. Mirrored coatings make objects appear darker than they are, so lighter tints are often used to compensate for this.