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OUR EYES ARE EXPOSED TO DANGER BY SIMPLY GOING OUTSIDE.
Without protection, the sun’s harmful rays can contribute to serious eye maladies, including vision loss.

UVA AND UVB LIGHT
Ultraviolet A (UVA) and ultraviolet B (UVB) rays are the most dangerous forms of sunlight, contributing to:

- Cataracts
- Skin cancer
- Macular degeneration — a major cause of vision loss in the U.S. for people over age 60
- Premature wrinkling and aging of the skin around the eyes

HEV/BLUE LIGHT
High-Energy Visible (HEV) light/Blue Light, which is near the UV range in the visible spectrum, can be a major contributor to the development of:

- Cataracts
- Macular degeneration
- Other serious eye maladies

Designed to block harmful UV light and filter out the blue light spectrum, allowing colors to remain clear and true, so stoplights and other important visual information won’t be hard to see.

- Block 100% of harmful UVA and UVB rays
- Provide more HEV/blue light protection than ordinary sun lenses
- Are an effective UV filter for the eyes and surrounding skin
- Provide good color perception

The Skin Cancer Foundation recommends this product as an effective UV filter for the eyes and surrounding skin.
Reflected glare is sunlight and other bright light reflected off of smooth surfaces including vehicles, metal, glass, water and snow.

This glare can increase light brightness by nearly 12 times and subject eyes to discomfort, irritation and distracted vision – a danger to drivers. Glare contributes to:

- Eyestrain
- Light-sensitive headaches
- Visual distortion

Coppertone® polarized prescription lenses eliminate 97% or more of reflected glare and are designed to not detrimentally distort color perception. Coppertone glare protection:

- Allows wearers to see their world in more natural and crisp colors
- Reduces fatigue and eyestrain

Reflected glare is sunlight and other bright light reflected off of smooth surfaces including vehicles, metal, glass, water and snow.

Coppertone polarized prescription lenses provide optimum vision for activities such as:

- Winter sports
- Driving
- Water sports
- Summer sports
Glare-Induced “Blindness”
Because snow and ice is so reflective, there is a risk of up to 85% of the UV (light) rays of the sun being transmitted upward.

Snow “Blindness”
Resulting from excess time in the intense reflective light of snow, the condition may damage the cornea for up to a week, cause eye pain, extreme sensitivity to light and the sensation of having sand in your eye.

Increased UV Susceptibility
Winter conditions make eyes even more susceptible to UV damage. Humidity is lower and eyes can tend to dehydrate. Wind also dehydrates and irritates the eyes. The thin clouds and haze of winter also do not absorb UV rays as well as thick, dark, heavy clouds.

Understanding the Relationship Between Seasons and Dangerous Light
UVA rays are present no matter what the season or time of day. Reflected glare exists in all seasons as a visual hindrance.
The lower height of the sun in the sky during the winter and earlier sunset time, coinciding with rush hour, may make glare a greater winter driving danger.

Start Kids Off Right, with Coppertone® Sun Lenses
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.

Coppertone polarized lenses are lightweight and virtually unbreakable with up to 10x the impact resistance of ordinary sun lenses and up to 4x more scratch resistant than ordinary lenses. Premium sun lenses — premium durability!

Who Else is at Higher Risk?
The fairer your skin, the greater your age, and the lighter your eyes, the higher your long-term risk of sun damage to your eyes, especially if your work or recreation involves prolonged sunlight exposure. Light eyes are at increased risk for skin cancer and some eye diseases because they contain less of the protective pigment melanin.

Protect your family with the best suncare and outdoor protection for your eyes with Coppertone polarized prescription lenses.