

# SUN X SMART

HOT Tips for  
Cool Shades

*Protection:*

UV, Glare & You

*Performance:*

Get Your Game On

*Pizzazz:*

Sunwear **X** Fashion Trends

Brought to you by:



# Protection: UV, Glare & YOU

THINK YOU CAN ESCAPE THE DAMAGING EFFECTS OF THE SUN? THINK AGAIN! EVERY DAY - WHETHER IT'S SUNNY OR CLOUDY, AND NO MATTER WHAT THE SEASON - WE ARE EXPOSED TO ULTRAVIOLET (UV) RADIATION FROM THE SUN. MOST OF THE TIME WE DON'T EVEN REALIZE IT, CONSIDERING UV RAYS ARE INVISIBLE TO THE EYE. BUT, JUST AS THE SUN CAN DAMAGE YOUR SKIN, (BURNING, WRINKLING, SKIN CANCER AND PREMATURE AGING) IT CAN BE JUST AS HARSH ON YOUR EYES.



## A GLARING PROBLEM

Let's face it; glare can be a big problem. It can be distracting, discomforting, disabling and even blinding. Investing in a quality pair of sunwear can help you beat glare by:

- Preventing loss of visual performance and visibility
- Improving visual comfort
- Reducing squinting and eye fatigue
- Eliminating annoyance
- Improving visual quality

**TIP:** Consider photochromic, anti-reflective or polarized lenses for maximum performance and comfort.

## EASY ON THE EYES

Aside from the very important function of guarding your eyes from sun-related eye disease, sunglasses provide a variety of additional benefits, such as:

- Protecting the eyes from wind, dust and pollen
- Preserving good night vision (when worn during the day and not at night)
- Comforting dry eyes
- Enhancing contrast
- Reducing tearing, squinting and eyestrain

## DON'T FORGET ABOUT THE KIDS!

You wouldn't send your children to the beach without sunscreen, so don't send them without sunglasses either! Children's developing eyes let in more UV rays than adults'; and since children tend to spend a majority of their time outdoors, sunglasses with the most impact resistant lenses are a must for all kids!

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



## what DAMAGE CAN SUNLIGHT AND UV HAVE ON YOUR EYES?

- Age-related macular degeneration
- Cataracts
- Melanoma
- Tissue growth on the eyes
- Sunburn of the outer surface of the eye
- Changes in color and night vision
- Wrinkles around the eyes

## risky BUSINESS

**EVERYONE** is at risk for UV damage. No one is immune to sunlight-related eye disorders and/or damage from UV radiation that can lead to impaired vision, and some are at an even higher risk, such as:

- Those taking certain medications, such as birth control and antibiotics
- Senior citizens
- Children
- Contact lens wearers
- Outdoor enthusiasts
- Refractive/cataract surgery patients
- People with light colored eyes or who are light sensitive
- People living at higher altitudes or close to the equator
- Commuters who experience high glare conditions

**IT'S EASY TO PROTECT YOUR EYES! BY WEARING SUNGLASSES WITH MAXIMUM UV PROTECTION YOU CAN SHIELD YOUR EYES FROM HARMFUL UV RAYS AND PREVENT ANY SUN-RELATED VISION DAMAGE.**

# Performance: *Get Your Game On*



## DIFFERENT LIFESTYLES AND ACTIVITIES

REQUIRE DIFFERENT 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.

**FRAME GAME** • There are a wide variety of frame materials which can impact performance, durability and comfort such as titanium, memory metals, stainless steel and numerous high-tech options in "plastic." Style features such as non-slip bridges, gripper temples, spring hinges, shields, wraps and venting systems add value and comfort and pump up your performance at the same time. Sun clips and sunwear that fits directly over prescription eyewear are also available to meet specific needs. Talk to your eyecare professional for recommendations on sunwear that fits your lifestyle.



## LENSES & LIFESTYLES

Who knew a lens could do so much? The right lenses can drastically alter performance while outdoors. Get up to speed with the latest in lens options:

- **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.
- **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.



- **TINTS:** Certain tints that control the amount and type of light that reaches the eye can improve performance by enhancing contrast, colors and visibility.
- **ANTI-REFLECTIVE LENSES:** These lenses dramatically reduce distracting reflections, improving contrast, visual acuity and comfort in difficult lighting situations.

## tint time

- **Brown/Amber/Copper:** Reduces glare and improves contrast and visibility by selectively filtering blue light—great for driving, golfing, water and snow sports.
- **Gray/Green-Gray:** General purpose tint reduces glare while maintaining natural colors.
- **Yellow/Rose:** Enhances contrast and definition especially in lower light conditions.

# Pizzazz:

## Sunwear Fashion Trends



Via Spiga

### tantalizing temples

Temples are patterned, incorporate natural elements and showcase logos – just to name a few details.



Vera Wang



Fendi



Corinne McCormack



Vogue

### plastic power

The classic Jackie-O shape continues to reign, although the frame is a little smaller.



### be dazzled

Feminine jewels keep the “bling” in sunwear but with a more sophisticated flair. Embedded jewels serve as a decorative piece without overpowering the frame.



Dior



Cynthia Rowley



### color infusion

Layers of color give frames some character. Look for colors that are mixed with different patterns and prints.



Cinzia

### flying high

From rimless to metal to plastic and with your choice of lens tints and extra details, there is an aviator for everyone.



Diesel



Jones New York

### BETCHA CAN'T HAVE JUST ONE!

Sunwear offers tons of options for you to find the perfect shades for any activity or image statement you want. 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.

### sportin' rimless

Rimless frames provide both fashion and protection for those who live for adventure.

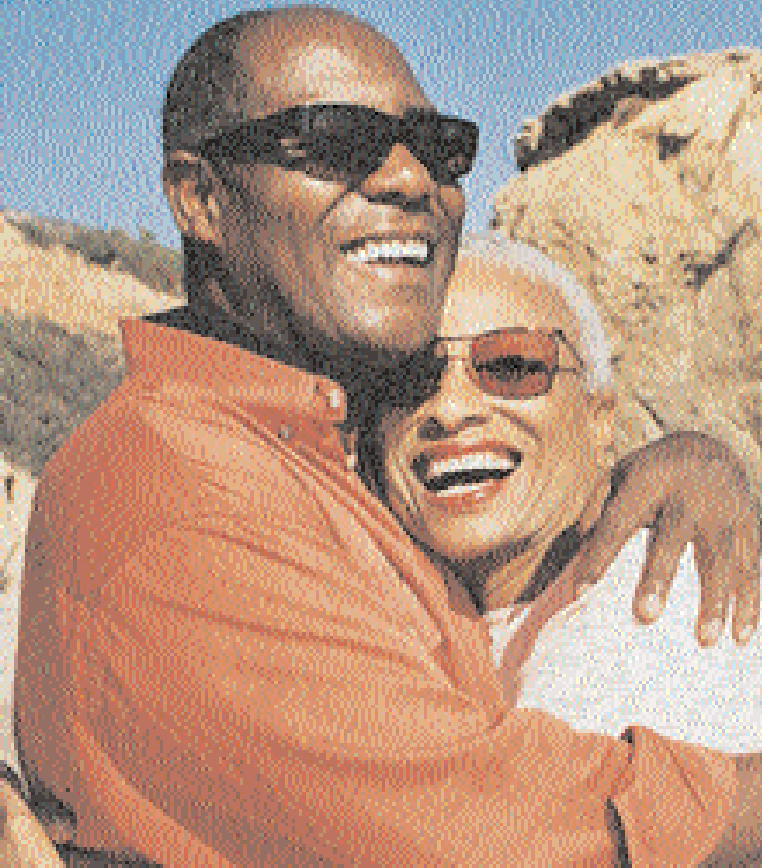


Costa Del Mar



Kaenon

# Sun Know-How: FAQ's



## What should I consider when selecting my sunwear?

You should consider both the frame and lens: Will they meet your needs and expectations? Does the sunwear provide the look and image you want to achieve? Does it have the performance features you need? Is the frame comfortable, lightweight, durable and flexible? If you have skin allergies, is the frame hypoallergenic? If they are intended for high impact use, are the lenses appropriate? Is the color and darkness appropriate to enhancing your activity and comfort? Does it provide maximum UV protection? What types of enhancements are available to improve your performance and comfort: i.e. polarized, photochromic, anti-reflective lenses?

## What is quality sunwear?

Quality sunwear is that which meets your expectations for fashion, performance and protection. "Quality" also reflects durability, flexibility, comfort, quality of vision and the ability of the sunwear to retain a comfortable fit.

## How are quality and price related?

Quality sunwear products can be found at various price points and there are many factors that can affect the cost. Higher price doesn't always mean better quality and visa versa. That's great news, now you can own multiple pairs. Note: The degree of UV protection offered by sunwear is not necessarily related to price.

## How many pairs of sunglasses should someone own?

How many pair of shoes do you own? Probably a few, at least - different pairs for different functions or style statements. Same rule for sunwear. Most people take part in a variety of activities and are exposed to different light conditions, requiring sunwear that meets the specific needs of each.

## Do darker lenses indicate more UV protection?

No, the amount of UV protection is not dependent on lens darkness. Lightly tinted lenses can easily block up to 100 percent UV. However, darker lenses can better protect night vision and may also provide greater comfort depending on the use and light sensitivity of the wearer.

## Should sunglasses be worn for driving?

Absolutely! Sunglasses are the favorite "necessary accessory" worn by drivers to reduce glare and improve visibility. The right sunglasses can allow clearer, safer and more comfortable vision while commuting.



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