

The Importance of Protecting Kids Eyes from Harmful UV



Did you know kids are at risk of developing serious vision damage later in life without regular UV eye protection?



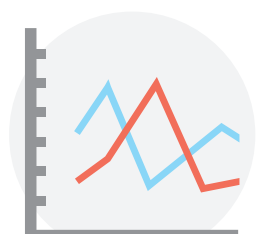
82% of parents make their kids wear sunscreen. But only 32% make their kids wear sunglasses.

Water and snow can reflect 85% of sunlight, but so can sand and concrete.



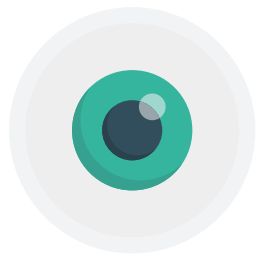
Summer is not the only sunny season! UVA rays are relatively constant every day of the year.

Children are more vulnerable to UV rays, as their eyes can't filter them as effectively as an adult's.



Vision experts recommend eyewear that blocks 100% of UV rays.

Up to 80% of your lifetime UV radiation exposure happens before age 18.



People with blue, green or hazel eyes are at higher risk for UV-related eye disease than those with brown eyes.

High sunburn risk is from 10AM to 2PM, but high UV risk to the eyes is from 8AM to 4PM. Before 10AM and after 2PM, eyes can receive double the amount of UV than during midday hours.



Parents! You must protect your kid's eyes from the sun – just as you protect their skin.

Is your child's eyesight 100% protected from harmful UV?

All ZEISS branded clear lenses now come with Sunglass-Level UV Protection™ - **standard**. With ZEISS lenses, parents can now effortlessly and precisely protect their children's eyes from harmful UV rays whenever outdoors.



Ask your eye care provider about ZEISS clear lenses with Sunglass-Level UV Protection™.

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