

# Coppertone®

LENSES BY VISION EASE

## Your eyes burn just like your skin

Get ultimate polarized  
protection for your eyes



 VISION  
EASE®

# 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

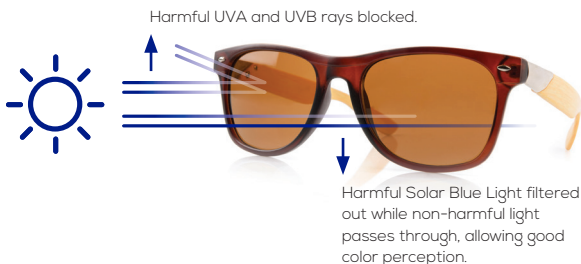
Ultraviolet A (UVA) and ultraviolet B (UVB) rays are the most dangerous forms of sunlight, contributing to:

- 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

## Solar blue light

Solar 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





## **Wearing Coppertone® Polarized Prescription Sun Lenses outdoors can help protect our eyes and the sensitive skin around them for healthy sight throughout our lives.**

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

- Offers 2x the Solar Blue Light Protection of the nearest competitor
- Block 100% of harmful UVA and UVB rays
- 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.**

# Say goodbye to glare.

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 12x and subject eyes to discomfort, irritation and distracted vision—a danger to drivers. Glare contributes to:

- Eyestrain
- Light-sensitive headaches
- Visual distortion

## See the difference of premium polarization.



**Eliminate uncomfortable,  
and potentially dangerous,  
reflected glare.**

### **Measurable results for glare protection**

Coppertone® Lenses by VISION EASE eliminate 97% or more of blinding 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

**For everything outdoors,  
Coppertone® Sun Lenses  
are just right.**

Coppertone® Polarized Prescription Lenses provide optimum vision for activities such as:



Winter Sports



Driving



Water Sports



Summer Sports



## **Not Just for Summer.**

### **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.

### **Glare-induced “blindness”**

Because snow and ice are 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.

# Start kids off right, with Coppertone® Sun Lenses.

Coppertone® Lenses by VISION EASE 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.



**100%**  
UVA and UVB  
protection

**97%**  
Reduction in  
blinding glare



**10x**  
more impact  
resistant

**4x**  
more scratch  
resistant



**20%**  
Lighter than ordinary lenses

## 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 sun care and outdoor protection for your eyes with Coppertone® Polarized Prescription Lenses.



LENSES BY VISION EASE



**Only Coppertone® Lenses by  
VISION EASE offer 2x the  
Solar Blue Light Protection  
of the nearest competitor.\***

Available in brown, gray and green



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\*Compares Coppertone gray and green to competitive gray and green.



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