



Premium Sun Lenses from America's
Most Trusted Suncare Brand

Dear Partner Doctor,

New for 2010 Vision-Ease Lens is pleased to introduce Coppertone polarized lenses to Walmart Vision Center and Sam's Club Optical!

In 1944, the first commercial sunscreen now known as Coppertone® was invented to protect WWII soldiers. Since then, the makers of Coppertone have been dedicated to sun protection, making Coppertone the most trusted suncare brand in America.

Thanks to a partnership with Vision-Ease Lens, the leader in polarized lens technology, consumers can now enjoy fashionable, durable, premium Coppertone™ polarized sun lenses. These truly unique lenses block 100% of harmful UVA and UVB rays and offer more protection from High-Energy Visible (HEV) light than ordinary sun lenses, an important way to help keep your patient's eyes healthy into old age.

Coppertone Polarized Sun Lenses provide added protection against High Energy Visual (HEV) light, aka, "blue light." But unlike "blue blockers" Coppertone lenses are designed to block harmful UV light and filter out the blue light spectrum, so colors remain clear and true, so stoplights and other important visual information won't be hard to see.

Your Patients are at Risk!

At risk from High Energy Visible (HEV) light exposure -

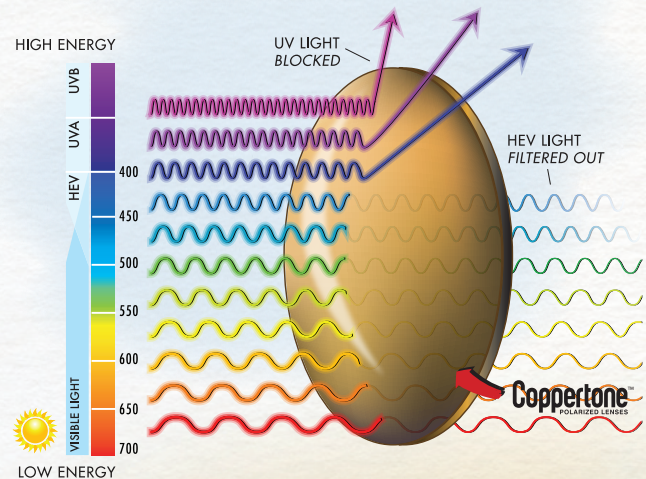
- Macular degeneration, linked to HEV light exposure, is the most common loss of vision loss for individuals over age 55.


At risk from UV light exposure -


- In addition to pinguecula, pterygium and cataracts, UVA and UVB light exposure are known causative agents for skin cancer. Approximately 5 to 10% of all skin cancers occur in the eyelid.


At risk from glare -

- The reflective effects of glare pose a significant risk to those who drive. Glare has also been implicated as a cause of headaches, including migraines.



RECOMMENDED

 The Skin Cancer Foundation recommends this product as an effective UV filter for the eyes and surrounding skin.

ACCEPTED

 Meets AOA specifications for blockage of UVA and UVB rays.

OLA AWARD OF EXCELLENCE

 Coppertone Lenses were awarded the OLA award of excellence for best lenses or material in 2009.

VISION-EASE LENS | **INDEPENDENT. IT'S WHY WE CARE.**
 WORLDWIDE | www.vision-ease.com | 1.800.328.3449

Look for Coppertone lenses available May 11th, 2010

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