

Eyecare for Kidz



WHO IS GEN Z?

Today's kids, known as Gen Z, see the world in a different way. This generation represents a quarter of the US population and is defined by the following traits:

- Independent
- Always connected
- Multi-taskers

They are using their eyes in different ways and this could have consequences – short and long term.

Childhood is a critical time in development of the eye, and when good and bad eye care habits are formed, meaning regular eye care and protection habits should begin early in life.

Many kids aren't getting the eye care they need, but we can help.

Look for symptoms of possible vision problems in children:

1. Consistently sitting close to the TV or holding a book close
2. Frequent eye rubbing
3. Losing place while reading or using a finger to guide eyes when reading
4. Sensitivity to light and/or excessive tearing
5. Closing one eye to read or watch TV
6. Receiving lower grades than usual
7. Avoiding using a computer, because it "hurts my eyes"
8. Squinting or tilting the head to see the classroom board

RECOMMENDED EYE EXAM FREQUENCY FROM THE AMERICAN OPTOMETRIC ASSOCIATION

AGE	EXAM INTERVAL	
	Asymptomatic/Risk Free	At Risk
Birth to 24 months	At 6 months of age	By 6 months of age or as recommended
2 to 5 years	At 3 years of age	At 3 years of age or as recommended
6 to 18 years	Before first grade and every 2 years thereafter	Annually or as recommended

Did You Know? ▶

80% of learning in a child's first 12 years comes through the eyes.¹

However... **1 in 4 children** in the U.S. have undetected vision problems which impair learning.²



Nearly **3 in 4 children** under the age of 18 spend more than two hours a day using digital devices.⁴



20-20-20 Rule

More time on digital devices leads to visual fatigue. It's important to take breaks following the 20-20-20 rule: Every 20 minutes, look at something about 20 feet away for 20 seconds. This helps to alleviate digital fatigue and reduce eye strain.

THE NEED FOR EYE PROTECTION

Young eyes allow in more damaging UV rays and harmful blue light because the crystalline lenses of young children have not aged to become filters. Studies reveal that UV exposure in childhood results in a higher incidence of cataracts and other problems in adulthood. Long-term exposure to harmful blue light has been linked to increased risk of developing age-related macular degeneration.³

Harmful blue light and eye strain are at the forefront of public consciousness because of the increased use of digital devices in recent years. However, the sun is the largest singular source of harmful blue light emitting over 100 times the intensity of electronic devices and screens.

Light is a major factor in human development and research shows spending time outdoors may lower the risk of myopia, or nearsightedness in kids. However, 50% of children spend less than one hour outside.⁵

THE RIGHT PRESCRIPTION FOR KIDZ

When it comes to eyewear, Gen Z thinks glasses make them look smart and honest. Kid's eyewear should include polycarbonate Transitions® lenses with an anti-reflective (AR) coating.

- *Transitions* lenses block 100% of UVA and UVB rays and also reduce painful glare, allowing children to see their best in any light condition. They help filter harmful blue light both indoors and especially outdoors. And 9 out of 10 kids prefer *Transitions* lenses to regular clear lenses.
- Polycarbonate provides important impact resistance. More than 40,000 sports-related eye injuries occur each year and 90% could have been prevented with the right eyewear.
- AR gives kids clear and comfortable vision – reducing glare and reflections in polycarbonate lenses and from digital devices.



***Transitions* lenses are the ideal choice for kids...**
One pair does it all, seamlessly!

¹Vision Council

²AOA

³Sparrow 2000, Arnault 2013

⁴The Vision Council. 2016 Digital Eye Strain Report

⁵Edelman Berland, Unilever's OMO/ Persil and the Dirt is Good campaign

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