

Press release
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Eye can see clearly now

Like any part of the body, especially during the winter months when exercise regimens tend to go out the window, our eyes need care and attention to stay healthy and in shape. Transitions Optical has designed the Healthy Sight Coach Programme (www.healthysightcoach.co.za), an interactive and informative website, with four easy to follow exercise programmes (namely *Eye Care*, *Eye Gym*, *Eye Yoga* and *Eye Spa*), to help exercise and relax tired eyes.

According to Dr Nicky Welsh, Ophthalmologist at Wits Donald Gordon Medical Centre in Johannesburg, long hours spent in front of computers are often associated as the cause of headaches, neck and shoulder pain; however, it is also the mitigating cause of dry irritated eyes and blurred vision. "Computer screens and using numerous gadgets with miniscule screens puts unnecessary strain on our eyes," says Dr Welsh. "Other factors can also cause our eyes to tire. Glare, for example, even during the winter months, is another source of visual discomfort and eye fatigue." A recent survey commissioned by the Transitions Healthy Sight for Life Fund¹, found that eighty percent of South Africans experience discomfort caused by glare and more than two thirds of the survey's respondents complained that glare from windows caused the most discomfort.

The Transitions Healthy Sight virtual coach guides the browser through a series of easy to follow eye exercises, interactive games and useful information on eye health and eye care. The series is available to download in PDF format, which can be conveniently printed out and kept for easy reference. All exercises have been validated by Dr Welsh.

Raising eye care and eye health awareness across South Africa ensures that the short and long-term care and protection of the population's vision is in check. "However, regular eye examinations, wearing the correct prescription spectacles and knowing how to protect your eyes from harmful UV rays and glare are all vital for the preservation and maintenance of healthy sight for today and tomorrow," explains Dr Welsh.

The most effective way for prescription or sunglass wearers to protect their eyes from glare and harmful UV rays on a daily basis would be to wear variable-tint lenses fitted into their frames. *Transitions® lenses with Advanced Performance* – the number one recommended variable-tint manufacturer in the world – are clear lenses indoors, which become sun lens dark when exposed to UV light.

Log on to www.healthysightcoach.co.za for more information and helpful tips on how to exercise, relax and protect your eyes.

ENDS

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Notes to the Editor

- *Transitions® lenses with Advanced Performance*, the #1-recommended variable tint lenses worldwide, are a convenient and carefree way to enjoy healthy sight by protecting the eyes from glare and harmful UV rays, helping to improve the quality of your vision and the long-term health and well-being of your eyes. Indoors, outdoors, day or night; at work, play and everywhere in between, *Transitions® lenses with Advanced Performance* are convenient everyday lenses to help maintain and preserve your healthy sight.
- **Clarity & quick adjustment:** *Transitions® lenses with Advanced Performance* are as clear as regular clear lenses indoors and at night. They provide optimal clarity and indoor vision. *Transitions® lenses with Advanced Performance* activate and fade back very quickly.
- **Glare reduction improves the quality of your vision:** *Transitions® lenses with Advanced Performance* reduce glare, thus enhancing the quality of your vision and providing greater comfort. When you go outdoors, *Transitions® lenses with Advanced Performance* automatically darken in sunlight to reduce glare and quickly adjust their tint to changing light conditions. Glare can cause squinting, eye strain and eye fatigue. Glare can also cause blurred vision and visual discomfort. In daylight, glare can occur when walking indoors to outdoors, moving from shade to sunlight, or with light reflected off of surfaces like cars or pavements. Hence, *Transitions® lenses with Advanced Performance* help to see better every day and enjoy great vision.
- **UV protection helps to maintain healthy sight on the long term:** Like sun block protects your skin, *Transitions® lenses with Advanced Performance* also help take care of your sight for the future by continuously blocking 100% of UVA and UVB rays, helping to preserve the health and well-being of your eyes. UV rays are present all year round; even on cloudy days. Research indicates that the damage occurring over time from prolonged exposure to harmful UVA and UVB rays (damage from UV exposure is cumulative, building each and every time your eyes are exposed to the sun) may contribute to short-term vision impairment and potentially serious age-related conditions or diseases of the eye, including some type of cataracts and macular degeneration.

ⁱ The Transitions Healthy Sight for Life Survey was conducted in South Africa by the world-renowned research company Ipsos-Markinor. One thousand South Africans were interviewed during the survey.