



PRESS RELEASE

TO: Editor in Charge

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DATE: June 11, 2010

FOR IMMEDIATE RELEASE

LOOK GREAT AND SEE BRIGHTER THIS SUMMER

Always wear sunglasses outside to protect your eyes against UV rays

(Honolulu, Hawaii), June 11, 2010 – Sunglasses are definitely a fashion statement, Jackie O or the Blues Brothers, however sunglasses do a lot more. They protect our eyes from harmful ultraviolet (UV) rays. June has been designated UV Safety month by The American Academy of Ophthalmology. Let's have a safe and wonderful summer. The sun is strong and can be damaging without the proper protection. The best defense against the sun for your eyes is sunglasses.

UV radiation from the sun comes in three forms: UVA, UVB, and UVC. Fortunately, UVC is absorbed by the ozone layer and does not pose a threat to the eyes. These rays can have short and long term effects on the health of the eyes. As the sun burns skin, the sun can also burn the surface of the eye. It can cause surface tissue, cornea and lens damage. Over time, this can result in conditions such as Pterygium, cataract and macular degeneration. "People who pay attention to protecting their eyes from the sun have a lower incidence of many eye conditions," says Christopher Tortora, M.D., Medical Director of the Hawaiian Eye Center. "We encourage all our patients to wear a hat and UV blocking sunglasses to protect the eyes."

The important feature to look for in a pair of sunglasses is 100% UV protection, blocking 100% of UVA and UVB rays. The sun bounces off of many different surfaces allowing sunlight to enter the eyes from any direction. The best way to block those reflective rays is by wearing a sunglasses that wrap around the temples, covering the most area. While lens color is important to some people, the most neutral lens color is grey, which shows the truest colors. While contact lenses may possess a small amount of UV protection, the rest of the eye is still exposed to the harmful rays. When it comes to sunglasses, the choice can become confusing. There are several different coatings and lens types that can provide you with good protection. Polarization is very popular with boaters and outdoor folks. This helps to reduce the glare from horizontal rays of light.

Children and teens spend a lot of their time outside. During this sunny summer season it is crucial to protect the still developing eyes of the young ones. In addition to a great pair of sunglasses to cover up from the sun, a hat also helps to block those unwanted rays. It is also recommended that children stay out of the sun, if possible, when the sun is most damaging between 10am and 3pm. Even on cloudy days, there are still UV rays that pass through the clouds and haze, so don't be fooled, wear your sunglasses. UV protection should not only be considered during the summer months, it should be a concern all year round.

Protect your eyes this summer with a great pair of sunglasses and keep your vision a little bit brighter.

Dr. Tortora, a board certified ophthalmologist, is host of "The Hawaiian Eye Show," a weekly informational radio program about healthy vision. He and his colleagues at Hawaiian Eye Center are committed to educating the public about the importance of preventative eye care. To learn more about a variety of eye health issues, please call the Hawaiian Eye Center at 621-8488 where *"life has never looked better."*

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