



PRESS RELEASE

TO: Editor in Charge
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FOR IMMEDIATE RELEASE

Photo Attached

Protect Your Eyes From the Summer Sun

(Honolulu, Hawaii), June 14, 2013 – Summer is in full swing and that means even more time spent enjoying the many outdoor activities Hawaii has to offer. But extra time outside means more exposure to ultraviolet (UV) rays from the sun that can damage the eyes just as they damage the skin. June is designated UV Safety month by The American Academy of Ophthalmology to remind everyone to care for their eyes this summer and wear sunglasses.

“It’s important for people to realize the damage of daily sun exposure and what it does to your eyes,” shared Dr. Christopher Tortora, M.D., medical director of the Hawaiian Eye Center and Dry Eye Clinic. “The effects of UV rays on the eyes tend to go unnoticed but accumulate over time causing serious vision related diseases.”

UV radiation from sunlight can burn the surface of the eyes directly or indirectly from reflections off the sand, water and pavement. Exposure to the sun is hazardous anytime of the day — even in overcast conditions — with UV radiation most severe from 10 a.m. to 4 p.m.

UV exposure can lead to cataracts, macular degeneration, skin cancer around the eyes, and pterygium – an unsightly, noncancerous growth on the surface of the eye that can impair vision.

Nearly 24.5 million Americans over the age of 40 have cataracts, according to estimates in the 2012 Fifth Edition of “Vision Problems in the U.S.” from Prevent Blindness America and the National Eye Institute. In Hawaii alone, almost 115,000 people suffer from the disease.

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Wearing a proper pair of sunglasses is the best way to prevent future eye related diseases. No matter the style or cost, choose ones with labels that indicate 100 percent protection from both UVA and UVB rays. Sunglasses labeled “UV 400” are also a good choice as they block all light rays with wavelengths up to 400 nanometers, which includes UVA and UVB rays. Wrap-around sunglasses that extend around the temples and a hat will help to further block indirect, reflected sunlight.

“Wearing sunglasses is such an easy preventative measure that will help your vision now and in the future,” said Dr. Tortora. “I highly recommend that everyone from children to adults wear sunglasses year round whenever they go outside.”

Protecting your eyes from harmful UV rays this summer is as simple as throwing on a pair of sunglasses, and maybe even a hat.

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 the 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 621-8448 or visit www.HawaiianEye.com and www.Facebook.com/HawaiianEyeCenter, where “life has never looked better.”

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