



PRESS RELEASE

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DATE: June 12, 2012

FOR IMMEDIATE RELEASE

KEEP AN EYE ON YOUR EYES THIS SUMMER

Simple Solutions to Protect Your Eyes From the Sun

(Honolulu, Hawaii), June 12, 2012 – The long days of sunshine and beach time are just around the corner as the summer season begins, and it is important to be aware of the impact that exposure to the sun has on your eyes. Ultraviolet (UV) rays from the sun can damage the eyes just like they damage the skin. June is designated UV Safety month by The American Academy of Ophthalmology and is a reminder for you to safely enjoy the summer by taking care of your eyes.

“People are a lot more conscious of UV exposure when it comes to their skin because some of the short-term effects, like sunburn, are more instant and noticeable,” shares Dr. Christopher Tortora, M.D., Hawaiian Eye Center. “But it’s important for people to realize the daily damage the sun does to your eyes over time can really add up.”

Daily exposure to UV radiation can burn the surface of the eyes from direct sunlight and indirectly from reflections off the sand, water and pavement. Although exposure to the sun is hazardous anytime during the day, UV radiation is most severe from 10 a.m.-4 p.m. Even on overcast days, the eyes are still vulnerable to damage as UV rays can penetrate through clouds and mist. Over time UV radiation 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. According to the Center for Disease Control and Prevention, an estimated 20.5 million Americans over the age of 40 have cataracts, and that number will likely increase to 30.1 million by 2020.

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The best way to help prevent these serious eye conditions is to wear the proper pair of sunglasses. The most important factor in choosing the right sunglasses is to find one that offers 100 percent protection from both UVA and UVB rays. Sunglasses that offer full UV protection can be found at every point along the price spectrum and for every budget. Wrap-around sunglasses that extend around the temples will increase the level of protection from indirect sunlight reflecting off of surfaces. The addition of a hat also helps to better protect your eyes from unwanted UV rays.

“Wearing sunglasses that fully protect your eyes from both UVA and UVB rays whenever you are outside is always a good idea,” explains Dr. Christopher Tortora. “Putting on sunglasses is such a simple thing that can make a huge difference for your eyes now and in the future.”

Protecting your eyes from harmful UV rays this summer can be accomplished with just a few simple solutions. It is important to be aware of your daily exposure to the sun and to make sure you have a pair of sunglasses, and maybe a hat, that will best protect your eyes. You can easily enjoy the outdoors this summer while keeping your eyes safe and stylish.

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 or visit www.HawaiianEye.com, where “*life has never looked better.*”

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