

Computer Vision Syndrome

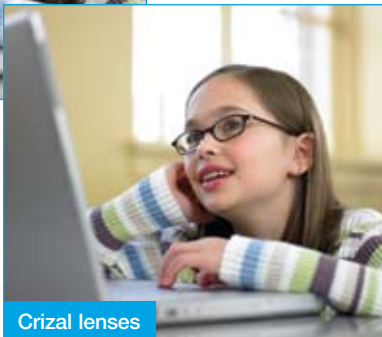
Crizal® lenses prevent glare from computer screens to help alleviate the stress computer use is placing on your child's eyes. Children today are spending more time on the computer—on average, about one to three hours every day. All this time on the computer results in stress to children's young eyes that has led to increased rates of nearsightedness among children.



It is estimated that about 20% of children, or one in five, are suffering from Computer Vision Syndrome—nearsighted vision due to extended computer use.



Regular lenses



Crizal lenses

See better. Feel better. Look Better.

Growing up can be tough. It can be even tougher for kids who wear glasses. Crizal lenses make sure that glasses don't stand in the way of how kids see the world, and how the world sees them.

For the ultimate in scratch protection and durability for your child's glasses, ask your eyecare professional about new Crizal® with Scotchgard™ Protector or visit us at www.Crizal.com.



Live Life in the Clear™

The durable eyeglass lenses that help kids face the world.

See Better.
Feel Better.
Look Better.

Crizal® with Scotchgard

www.Crizal.com

Crizal®
for Kids

Crizal®
for Kids

Do something today to protect your child's eyes tomorrow...

See Better.

Whether it's the blackboard or the backboard, we all want our children to see the best they can. That's why there are new Crizal® eyeglass lenses for kids. Crizal lenses are the most durable and longest-lasting lenses available today. They have all the right benefits for your child's vision needs.

You may not know it, but many children have vision problems that eye exams given by the school nurse don't pick up. If your child is struggling to read or finding it difficult to remain on task, it could be a vision problem.

Superior vision

- Crizal eyeglass lenses for kids allow more light through the lenses, helping children see more clearly
 - Regular lenses block up to 18% of the light
 - Crizal lenses let up to 99% of the light through, which means:
 - Clearer vision, both indoors and outdoors
 - Less eye fatigue due to overhead lights or extended computer use



About 80% of learning in a child's first 12 years comes through the eyes, according to research published in the *Journal of Behavioral Optometry*.

Feel Better.

Durability

- Crizal eyeglass lenses for kids use high-tech materials to make lenses last
 - Unparalleled scratch resistance
 - Unbeatable smudge resistance
 - Water rolls right off

And not only are Crizal lenses the easiest-to-clean lenses, but they stay cleaner longer than any other lenses available today

No reflections

*"The computer's blurry." "I have a headache."
"The lights look funny."*

- These are complaints you may have heard that have to do with your child's glasses
- Crizal lenses reduce glare to help counteract these complaints, so kids see clearly and sharply
 - On the playing field, Crizal can help with fine motor skills, like hitting a baseball
 - At school, where fluorescent lights are common, Crizal will stave off eye fatigue
 - At home or in the library, wherever computers are used, Crizal can help protect your child's vision



The Vision Council of America states that one in four children have a vision problem that can interfere with learning.

Look Better.

Be cool in school

We all know that most kids don't like wearing their glasses. And other kids can just be mean—remember the old four eyes jokes? But with Crizal eyeglass lenses for kids, lenses appear virtually invisible.

- The no-glare attributes of Crizal eyeglass lenses stop the glare that stops people from really seeing your child's eyes
- And, you'll see your child's eyes clearly, even in photos!

