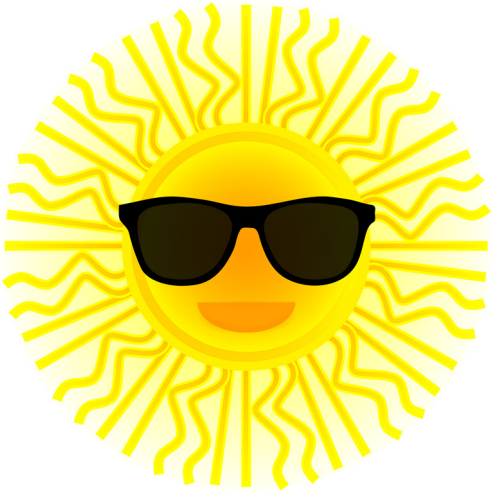
MIDWEST LABS

SPOTLIGHT

ISSUE 4



SAFETY IN THE SUN

Sunwear tends to focus on fashion and style but it is just as important to think about the safety that sunglasses can provide. There are three types of ultraviolet radiation: UVA, UVB, and UVC. UVC is absorbed by the earth's atmosphere. UVB is only partially blocked and can burn the skin and the eyes. UVA is not filtered and can cause the most harm to a person's vision. Most patients will not want to hear all of the technical information concerning UV radiation but most have known someone that has had cataracts or macular degeneration. Discussing the dangers of UV exposure and the potential damage to the eye will help to reinforce your recommendation of appropriate sunwear.

The Vision Council's recent survey *Vision Watch*, found that many adults reported irritation in the eye, trouble seeing, wrinkles around the eye, red or swollen eyes, sunburn of the eyelids and eye, and even cancer on or around the eye from prolonged UV exposure. Disturbingly, only 21.2% reported that they routinely wear sunglasses. The survey revealed that most adults spend their time outdoors from 2-4 pm. This is when the UV exposure is the greatest. It has been shown that UV damage can occur on a cloudy day as much as a bright and sunny day. The negative effects of UV exposure can take decades to present but can have a devastating impact later in life.

The survey also found that only 7.4% of adults report that their children wear sunglasses regularly. UV exposure affects everyone but children actually receive three times the amount of UV annually as compared to adults. This puts them at greater risk of eye damage. In addition, a child's eye cannot filter UV rays as well as the adult eye. It is important to educate parents about the type of youth sunglasses available in department stores and the need to have their lenses tested for UV protection.

Summer is a great time to promote sun wear for the whole family. Dedicate your practice to eye health and safety. Create a sunwear program that is designed to educate your patients about the potential hazards from UV exposure and your solution for their best visual protection.

MIRROR, MIRROR

Mirrored sun lenses are seeing an increased popularity. Available in a variety of colors, the resultant color will depend on the lighting conditions, applied base color, its density, and viewing angles. Solid mirror coatings have a higher percentage of luminous reflectance than flash mirrors. A flash mirror generally delivers a hint of color when compared to its solid counterpart.

Depending on the kind of mirror coating applied, these lenses can block incoming light as much as an additional 12% compared to lenses without a mirror coat. This gives extra comfort to the wearer. Pairing a mirror coating with polarized lenses gives the best sun performance. A backside anti-reflective coating is recommended to reduce back surface reflections. Also now available for an additional $20.00 is a thermal dip hard coat. This extra top coat helps to repel dirt and dust making them easier to clean and is warranted for one year.

Sample mirror coating books that contain 18 samples, 9 solid and 9 flash, are available for $50.00. These books include two $25 vouchers off future mirror coating orders. Contact your Midwest Labs location for more information.

WHAT'S NEW?

SHAMIR IS 100% DIGITAL!

Shamir Insight, Inc. announced effective July 1, 2017 that they will offer 100% digital freeform lenses. The traditional molded designs, Piccolo, Genesis, Creation, and Office are now discontinued. In order to assist ECP's with the transition to digital designs, they are recommending the following:

Old design	Replacement
Piccolo / Genesis	Element
Creation	Spectrum +
Office	Computer / Workspace

Midwest Labs produces Shamir freeform lenses in-house and will be happy to help you with any questions you have on the Shamir portfolio of digital products.

ASK THE LAB!

Why do some of the glass orders take so long?

We pride ourselves in our glass processing but must admit that we have seen more delays recently than in the past. This is due to the discontinuation and reduced inventories of many glass lenses by multiple manufacturers. We inventory a broad range of SV, FT 28, and progressive designs in clear and PGX. Also, we have added a private label progressive option: *Glass PAL*. This soft design is available in clear, PGX, and PBX. Please note that specialty glass orders take 2-3 weeks. We will continue to keep you up-to-date.