



SPOTLIGHT

ISSUE 5



BACK TO SCHOOL!

It seems like summer has just begun but school is already back in session! Children's eyes are constantly in use while learning and playing but often their eyewear only covers the "basics". Now is a perfect time to educate your youngest patients on lens options that provide good eye health that could benefit them well into their adult years.

Selecting the appropriate lens material is a good place to start. Polycarbonate has long been the material of choice for kids and appropriate for their lifestyle. However, you may also consider Trivex, 1.56 Hi-Vex or Tribrid. These materials provide superior optics while being light weight and impact resistant and, like polycarbonate, offer 100% UV protection and scratch resistance. If their Rx is extreme, there are many options that will help reduce the thickness and result in a more cosmetically appealing look. If the Rx is a high plus, consider using an aspheric lens to give the eyes a more natural appearance. Naturalite Digital SV lenses are a great option for high prescriptions as the patient will have the benefit of fully personalized lenses that gives clear vision in every gaze direction.

Photochromic lenses are also a great product to offer children and teens. As they are in and out all day long, photochromic lenses keep their vision comfortable regardless of the lighting conditions. Photochromic lenses come in all materials and a variety of colors. Newly released, Transitions Signature Style Colors are intended to appeal to the younger wearers. The vibrant colors are available in Sapphire, Amethyst, Amber and Emerald and will surely attract your style conscious patients.

Historically, AR coatings have not been routinely offered to children. Earlier coatings were difficult to keep clean and were prone to cracking and peeling. Today's generation of AR coatings have addressed all of the initial performance issues and also have incorporated enhanced top coats that resist dust and remain cleaner than standard non-AR coated lenses. By allowing more light to reach the eye, AR coatings help to reduce or even eliminate discomforting glare which can result in eyestrain. Clearer vision may improve the child's ability to concentrate and focus more comfortably on their school work. The Reliance family of AR coatings are available in several price options and performance features that will make it easy to present to their parents.

This is a great opportunity to discuss the harmful effects of HEV or blue light. Exposure to blue light from our technology-driven world has raised concerns to the potential damage to the eye. This is especially true with children. Blue-violet light has the most energy of the visible wavelengths and is suspected to cause permanent damage to retinal receptors with long term exposure. A child's exposure to blue light begins at a very young age when the crystalline lens is very transparent. The lens has not developed some of the natural blue light

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protection through yellowing and is very susceptible to the effects of blue light. Continual research is needed to assess the long term effects of blue light but in the meantime, use your best judgment to protect your patients against the potential dangers of blue light. One solution is Midwest Labs' BluArmor lenses that block 100% of HEV at wavelengths up to 415 nm. These lenses provide protection at the shorter wavelengths that have been identified by Prof. Robert H. Funk as the highest risk.

Don't shy away from discussing polarized lenses as an option for your younger clientele. Parents wouldn't think of sending their children outside all day without sunscreen but few consider the damage their eyes receive. Sun wear with 100% UVA and UVB protection should be offered to all children that are seen at your practice. Polarized lenses protect the eyes from blinding glare which improves visual performance. This is most important for the athlete who needs sharp unobstructed vision. Make sure to include children's and sport frames in your Sun wear selections.

Frame choice is probably the hardest decision for a child and parent to make. Their opinions of what is acceptable may be far apart. A parent may want to purchase a frame that the child can grow into but this is not advisable. The savvy optician will make sure that the frame selection fits appropriately as well as fashionable. If the child has input into the frame selection, they will be more excited about wearing their new eyewear.

And lastly, when they return to pick up their newly purchased eyewear, make sure to educate them on proper care of their new glasses. Demonstrate how to remove the glasses and place correctly in the case. Also, take time to educate them on how to rinse the lenses before wiping them with an appropriate lens cloth. This will increase the life of the lenses. Encourage them to store their glasses in its case and in the same place so that they won't lose them so easily, perhaps in their bedroom, kitchen counter or desk at school. Their parents will thank you!



SIMPLE CHOICE AND KIDS

Simple Choice isn't just for adults! Midwest Labs' frame and lens package has many updated, stylish frame styles for small children, kids and teens. There are two levels of frames that are sure to satisfy even the finickiest patient! This affordable package includes pricing for plastic, polycarbonate or trivex. Reliance coatings and BluArmour can be added to address all of the needs for kids' eyewear. If you would like to refresh your frame boards with the latest Simple Choice frames, contact Midwest Labs and schedule an appointment today!

NATURALITE EYE APP



In keeping with our Back to School theme, we can't forget about the high school and college students that spend much of their time on smaller screens. When working at near distances, the muscles that surround the crystalline lens becomes tired and may cause visual fatigue. Naturalite Eye App is an innovative design that reduces eye fatigue allowing eyes to rest when reading on tablets, working with computers, texting or playing video games. The small boost of add power in the bottom area of the lens helps to alleviate eye strain caused by frequent use of smaller hand held devices. The NL Eye App is available in power boosts of 0.50D, 0.75D, or 1.00D. Because it wears like a Single Vision lens, patients find it easy to adapt to this design.