



## More than half a lifetime's worth of damaging UV light will be absorbed by children by the age of 16

**KODAK Lens Vision Centres** are encouraging parents to think of their children this summer when buying sunglasses for themselves. "Everyone knows to protect their children's skin from the sun, but it is really worrying that so few people are giving their children's eyes the same protection", says Nicky Mills of **Kodak** Lens Vision Centres.

Sun damage from UV rays contributes to a wide range of eye disorders from cataracts to cancer. Nicky Mills says, "Sunglasses for children can seem like a luxury, but children's eyes are actually more at risk from sun damage than adults."

**Recent research has shown that by the age of 16 more than half a lifetime's worth of damaging UV light has been absorbed by a child's eye, with those under 10 being particularly at risk.**

Christina Schnider, director of medical affairs at Vistakon comments that "kids have big pupils and a clear lens"; she also adds that a child's eye lacks an enzyme which in adults creates a natural filter by reducing the clarity of the lens on exposure to UV. \*



**Kodak** Lens Vision Centres operate nationwide and each **Kodak** Lens Vision Centre has an excellent range of frames and lenses designed especially for children. Many of the styles are designed to look just like the ones worn by adults, as children often want to look like their parents or older brothers and sisters. Sunglasses can be tailor made and fitted for each child and can include such features as scratch and impact resistance – ideal for rough and tumble.

### **KODAK Lens Vision Centre Tips for choosing children's shades:**

- Only buy sunglasses with CE marking which means they conform to European safety standards
- Only choose sunglasses that block out UVA and UVB rays as other versions could actually damage your children's eyes rather than protect them
- Think about buying a strap to hold them in place
- Encourage your children to wear their glasses by wearing yours
- Explain the damage the sun can do to their eyes

For more information about the different types of sun lenses, the importance of proper eye-care protection or to locate your nearest **Kodak Lens Vision Centre** visit [www.kodaklens.co.uk](http://www.kodaklens.co.uk)

**Notes to Editors:** children's eye tests are free

\* Research taken from [opticianonline.net](http://opticianonline.net)

**For more information about Kodak lenses or to request any images please contact:**

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