

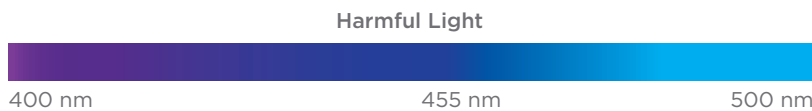


Channel Your Focus: Harmful Blue Light and Kids

Because blue light is a widely known concern, we're giving you the tools to focus on the right protection for your youth patients. Our Back to School lens promotion offers different complimentary options that protect against harmful blue light, each in their own way, to meet the unique needs of any patient and help you prescribe the solution that fits their needs. For more information on our Back to School promotion, visit www.walmanoptycal.com/bts.

Step One: Know The Harmful Blue Light Spectrum

Blue light is emitted from a number of sources. When it reaches this range, it is considered harmful. Blue light from screens is the most intense at 455nm leading to digital eyestrain and potential sleep loss.



Step Two: Know The Signs of Digital Eye Strain



Headaches



Blurred Vision



Neck Pain



Tiredness



Dry or Red Eyes

Step Three: Choose the Protection The Fits Your Patients Needs

PROTECTION LEVEL: BASIC INDOOR

Your Patient:

Uses digital devices 2+ hours per day. Won't sacrifice fashion for the function of a tinted lens.

Prescribe:

**POWER
BLUE**

POWER Blue offers entry level protection in a clear lens.

75% at 420nm **5%** at 455nm

PROTECTION LEVEL: ADVANCED INDOOR

Your Patient:

Uses digital devices 2+ hours per day including before bedtime. Concerned about sleep issues.

Prescribe:

**BLUTECH
LENSES**

BluTech Lenses block harmful blue light where it matters most using a tinted lens.

25% & Filters blue light in the area that causes sleep disruption.
at 455nm

PROTECTION LEVEL: INDOOR/OUTDOOR

Your Patient:

Is frequently indoors and outdoors. Does not want multiple pairs of eyewear.

Prescribe:

**Transitions[™]
Signature[™] GEN8[™]**

Transitions[™] Signature[™] lenses filter more harmful blue light than clear lenses.

1.4x INDOORS **8x** OUTDOORS

Coming Up Can't Miss Webinars

When to Use Shamir Attitude III Fashion and Sport

August 6, 2021
11:00 - 11:30 AM CST

Managing Your Patient's Contact Lens Ordering Needs

August 20, 2021
11:00 - 11:30 AM CST

Back To Basics Training Series Optics 101

August 4, 2021
11:00 - 11:30 AM CST

Optics 102

August 11, 2021
11:00 - 11:30 AM CST

Optics 103

August 18, 2021
11:00 - 11:30 AM CST

Register today for any course at www.ecpadvantage.com.