

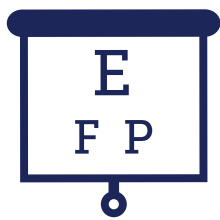


BACK-TO-SCHOOL

YOUR CHILD'S VISION IS A KEY TO THEIR SUCCESS

With school just around the corner, your child's annual eye exam should be a priority. Vision is one of the most important factors in learning and development. Nearly 80% of a child's learning is acquired through his or her visual system,¹ making it the cornerstone for a successful school year.

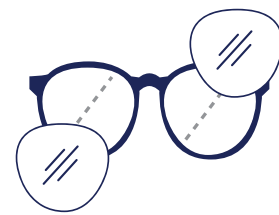
Studies show that one in four children has a vision problem.² Stay proactive in helping your child develop, and remember that one of the most important tools for success in school is healthy eyesight!



A child should have their first eye exam when they are 3 years old. Take notice if your child is squinting and blinking frequently, as it could be a signal that something is wrong. Even a small deviation in prescription can cause headaches and eye fatigue.



Doctors recommend that your child take frequent breaks while using electronic devices. Set a timer, and instruct them to stop looking at the screen every 20 minutes and focus on an object 20 feet away for 20 seconds.



If your child wears glasses, mention scratch-resistant, anti-reflective coatings and polycarbonate lenses when making a purchase. These lenses will help prevent breakage and unnecessary wear.



^{1/} Children's Vision Coalition, (n.d.). Frequently Asked Questions. Retrieved from <http://www.cvcny.org/index9ce7.html?s=1&b=8>
^{2/} National Commission on Vision & Health, (n.d.). Vision Exams for Children Prior To Entering School. Retrieved from <http://www.visionandhealth.org/documents/FactsheetVisionexams123008MAS26.pdf>.