



June 2009

Get Sun Savvy!

Transitions Optical survey reveals that eye care is neglected in the UK

New research by IPSOS¹ for Transitions Optical shows that people in the UK act as if they're more worried about losing a tooth than an eye! Out of all five senses, sight is considered the most valuable by the majority of people (93%) and the ability that they are most worried about losing (65%). Yet despite this, only 41% go to the optometrist at least once every 2 years while 81% visit the dentist over the same time.

UV protection is a significant area where people are remiss. Research showed that while they are quick to be sun savvy when it comes to their skin, they're less likely to remember to protect their eyes. Only 7% of people in the UK were spontaneously aware that extended exposure to UV rays can cause damage to the eyes². However, when asked which of several actions were most harmful to the eyes, the majority of people then recognised UV exposure (75%).

Indeed in general, habits that can be most harmful to the eyes are not widely understood. Almost as many people thought that reading in dim light (65%) and sitting too close to the TV (57%) was damaging, while a large amount of people were not aware that bad nutrition (43%) and smoking (55%) can harm the eyes.

Another common misconception is that most care should be taken in the summer, with 87% of survey participants stating that this is when UV rays are likely to be the most harmful for the eyes. However, even on cloudy days, 80% of invisible UV rays pass through the clouds, meaning that eye damage is a constant threat throughout the year, whatever the weather³.

¹ Healthy Sight Research study carried out in UK on behalf of Transitions Optical by IPSOS Health (survey base of 1000) in February 2009

² Healthy Sight Research study carried out on behalf of Transitions Optical by IPSOS Health (survey base of 1001) in April 2008

³ American Melanoma Foundation

“Most people in the UK are not spontaneously aware of the need for eye protection against UV damage,” says Roland Allen, Business Director – Northern Europe, Transitions Optical. “It’s a topic which eyecare professionals must continue bring to the fore when discussing their patients’ lifestyle and lens requirements. Most patients will want to protect their eyes with lenses that block 100% UV rays, they just need to be reminded.”

The latest Transitions lenses provide even more visual quality, visual comfort and eye protection than ever before:

- Enhanced clarity and vision indoors with up to 95% light transmission.
- Enhanced glare reduction for improved everyday vision and comfort as they turn darker outdoors in both moderate and hot temperatures.
- Enhanced protection, not only blocking 100% of harmful UVA and UVB rays, but also providing UV 400 protection, to help preserve healthy sight for tomorrow.
- Consistent performance across all indices and materials, also being compatible with anti-reflective coatings from leading lens manufacturers.

Visit www.transitionsnet.co.uk for training modules, support literature and marketing material.

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Notes to Editors:

- This is the fourth annual Healthy Sight Survey commissioned by Transitions Optical, monitoring consumer awareness about eye health issues.
- It was carried out by IPSOS in the UK with a national representative population of 1000 people aged 18 or over.

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