

KIDS

- 1 Kids spend more time outdoors than adults and their eyes are more susceptible to damage from _____ light. Cumulative exposure during childhood can lead to _____ later in life. (Taylor HR, 1992)
- 2 Children are spending more time on digital devices at a younger age - putting them at risk for eyestrain and fatigue and potentially exposing them to more harmful blue light.
- 3 Transitions® lenses are a great option for kids because they:
- HELP TO OPTIMIZE VISION
 - REDUCE EYESTRAIN AND FATIGUE
 - HELP PROTECT FROM UV RAYS AND HARMFUL BLUE LIGHT
 - ARE AVAILABLE IN IMPACT-RESISTANT MATERIAL
- 4 *Transitions* lenses are an ideal lens option for kids both indoors and outdoors.
- TRUE - THEY ARE PERFECT FOR KIDS ON THE GO
 - FALSE - THEY DON'T HAVE ANY INDOOR BENEFITS



APPLY WHAT YOU HAVE LEARNED

Consider these strategies when presenting *Transitions* lenses to kids and their parents.

ASK KIDS IF THEY SPEND A LOT OF TIME OUTDOORS.

Tell parents: "Young eyes are more susceptible to damage from the sun. It is important to protect your child's eyes from UV rays now to avoid eye problems later in life. *Transitions* lenses can help."

ASK PARENTS IF THEIR KIDS EVER LOSE THEIR GLASSES.

Tell parents: "*Transitions* lenses are a great choice because your child will not have to switch to sunglasses when going outside."

DEMONSTRATE!

If children like their glasses, they will be more likely to wear them. Get kids excited about their *Transitions* lenses by showing them how they "magically" darken outdoors. Tell parents: "Studies show that 9 out of 10 kids prefer *Transitions* lenses over ordinary clear lenses."

LEARN MORE AT [TRANSITIONS.COM](https://www.transitions.com)

ANSWERS

- 1 UV, POTENTIAL EYE PROBLEMS 2 TRUE - ACCORDING TO THE VISION COUNCIL, KIDS SPEND MORE TIME ON DIGITAL DEVICES AT A YOUNGER AGE
3 ALL APPLY 4 TRUE - THEY ARE PERFECT FOR KIDS ON THE GO