

Time For Teachers, Time For Books, Time For Glasses With A Whole New Look!

An Important Exam Before School Starts

(NAPSA)—Back to school preparation usually begins with shopping for a host of school supplies ranging from newly sharpened pencils to state-of-the-art binders. Next they purchase fall wardrobes and make sure the required reading lists have been tackled. Well now is the time for parents to give their children every educational advantage, and take them to get a comprehensive eye exam. This one tool vital to children's abilities to learn is too often overlooked—their vision. And what student wouldn't be happy trading in his/her old glasses for some stylish new frames.

Comprehensive eye exams should be at the very top of any back-to-school checklist. While school or pediatrician vision screens are helpful, they are usually not complete eye exams. "These screenings are designed to alert parents to the possibility of vision problems and should not take the place of a visit to the eye doctor," says Dr. Jeff Smith, Medical Director for Pearle Vision. A doctor of optometry or an ophthalmologist should examine children's eyes before they enter kindergarten and routinely throughout his/her school years to detect and treat any potential problems.

Students may achieve as much as 80 percent of their learning visually in their first 12 years. Blurry chalkboards or reading-related headaches impede progress. According to Prevent Blindness America, young children with



vision problems often do not know that the way they see the world is not the way everyone sees it. Yet vision problems affect one in 20 preschoolers and also affect one in four school-aged children. Without early detection and treatment, children's vision problems can lead to permanent vision loss and learning difficulties.

A wide variety of factors can contribute to vision problems. In today's world, computers are a part of everyday life. In fact, 90 percent of American school-age children have access to a computer at home or at school and may spend as many as three hours a day on it. Heavy computer use may put children at risk eye strain and for early myopia, or nearsightedness.

Not sure if your son or daughter is having vision-related troubles? As a parent, be aware of tell-tale signs like squinting, covering or closing one eye, excessive blinking or rubbing of the eyes, leaning in to read, complaining of headaches, nausea or dizziness, turning or tilting the head to one

side, avoiding close work or seeming excessively clumsy.

Glasses Are In Style

Forget the jeering chants of generations past—"old four eyes" has given way to cool and hip. Pearle Vision carries a variety of frames geared toward kids, including styles from Ray Ban Jr. and Nickelodeon.

Children are active, and technological advances in eyewear are designed to fit their rough-and-tumble, fast-paced lifestyles. Shatter resistant polycarbonate lenses are the best choice for children. Pearle Vision fits children with exclusive kidSAFE™ lenses, which also feature UV protection. The lightweight, scratch-resistant polycarbonate lenses protect your child's eyes at home, in the classroom and on the playground.

Eye exams are available by either employed or independent doctors of optometry at or next to Pearle Vision stores throughout most of the United States. Pearle Vision, Inc. does not employ doctors of optometry and does not provide eye exams in California. Pearle VisionCare, Inc., a licensed Vision Health Care Service Plan, provides eye exams in California.

• *Pearle Vision is a division of the Luxottica Group, S.p.A., based in Milan, Italy. Luxottica Group is the world leader in design, manufacture, marketing, and distribution of prescription eyeglass frames and sunglasses, with a combined total of over 5,000 retail locations throughout North America.*