

Helping Boomers See The Light

(NAPSA)—An estimated 3.9 million of the approximately 79 million baby boomers in America are looking to vision aids to make living with vision problems easier.

Eye Care Professionals say the group represents a unique demographic because many of them do not have serious eye problems, but are experiencing reduced or diminished vision. This can make some daily activities—ranging from reading books to signing checks—more difficult.

To help make their daily routines easier, many boomers now use a variety of products and magnifiers. These visual aids can range from magnifying glasses to watches with large numbers—all of which can help people live well, despite their less than perfect vision.

If you've been eyeing the possibility of seeing better with help of such devices, here are a few hints that may help:

- Remember, the optical properties of lenses dictate that the higher power magnification comes at the expense of a smaller diameter and a reduced field of view.

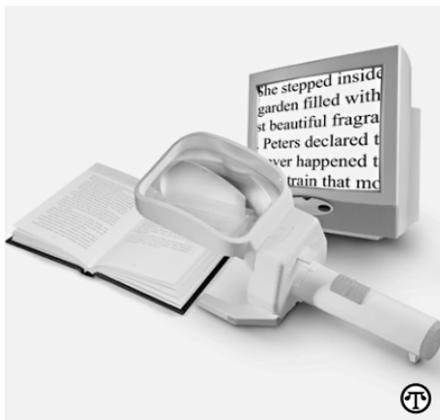
- When reading with help from a magnifying glass, be sure the overhead lighting is strong enough for sufficient contrast.

- Consider keeping several magnifiers in strategic locations around your house, office, in your car and in your purse.

- You may need different magnifications for different tasks.

These tips come from the experts on low-vision enhancement at Optelec, makers of a variety of devices to help people see their way clear to better vision.

The company suggests you see your eye care professional regularly. For more information visit www.optelec.com or call 1-800-828-1056.



A number of baby boomers are focusing on practical ways to deal with vision problems.

Eye Aid Available

- Magnifiers can have prescription-grade lenses and even feature reading lights.
- Video Magnifiers provide a higher magnification and wider field of view. To use the ClearView video magnifier from Optelec, simply place the reading material on the device's viewing table.
- Everyday items include large button telephones, large print address books and playing cards, reading stands, large print rulers, and pens that light up the page they are writing on. There's even a mini-magnifying glass that can attach to a pair of pliers to help do-it-yourselfers focus on their projects.