

Only Prescription Sun Lens Awarded The Skin Cancer Foundation's Seal Of Recommendation Now Available In Progressives

(NAPSA)—Millions of Americans who wear progressive (“no-lines” bifocals) lenses can soon benefit from 50 percent more sun protection with prescription sunglass lenses that guard against the sun’s damaging HEV (High Energy Visible) rays as well as UV radiation.

FeatherWates® SPF, the only prescription sunglass lens to receive The Skin Cancer Foundation’s Seal of Recommendation, is available exclusively at LensCrafters stores.

The revolutionary new lenses offer 50 percent more protection than ordinary sun lenses on the market against HEV light, violet and blue rays that can cause significant damage to the eyes resulting in cataracts and macular degeneration. Thirteen million Americans currently suffer from age-related macular degeneration, the leading cause of blindness in Americans over the age of 55.

FeatherWates® SPF’s patented formula starts with a polarized lens, adding a synthetic form of the same melanin that acts as a natural sunscreen inherent in skin. With age, natural melanin begins to diminish, and most people lose 25 percent of their melanin by age 50. Individuals with more of this light-absorbing pigment are at less risk for developing skin cancer and age-related macular degeneration.

By managing the full spectrum of the sun’s damaging rays, the FeatherWates® SPF lens also preserves and protects the delicate skin around the eyes against premature wrinkles caused by sun exposure.



New sun lens offers 50 percent more sun protection for your eyes.

Due to its state-of-the-art polarizing features, the lens reduces glare and improves visual acuity, especially on overcast days. In addition, the advanced lens technology also protects and preserves night vision, which can be reduced up to 50 percent by two to three hours of exposure to bright sunlight earlier the same day.

This revolutionary new lens is up to 20 percent thinner and up to 30 percent lighter than the ordinary prescription sun lens.

The Skin Cancer Foundation, the only national and international organization concerned solely with cancers of the skin, awards the Seal of Recommendation to a variety of consumer products which meet stringent UV protection requirements. Visit www.skincancer.org or call 1-800-SKIN490 for more information about skin cancer prevention and detection.