

A pair of black Maui Jim sunglasses with mirrored lenses is resting on a weathered wooden log. The lenses reflect a tropical scene with palm trees and a sunset sky. A small, colorful parrot is perched on the log next to the sunglasses. The background is filled with lush green foliage.

Maui Jim®

**EYE HEALTH &
SUN PROTECTION
REFERENCE GUIDE**

5 THINGS YOU NEED TO KNOW ABOUT SUNGLASSES



Poor quality sunglasses can cause more damage than going without.

Sunglasses cause pupils to dilate, which allows more light into your eyes; if sunglasses offer shade but not UVA & UVB protection, more harmful UV rays enter your eyes than if not wearing them.

Sunglasses are not just for bright sunny days.

Every day, whether it's sunny or cloudy, spring or winter, UV rays can damage eyes in profound ways. To protect your eyes & prevent damage, wear sunglasses that block UVA & UVB rays.

Leaving eyes exposed can cause you to age more quickly.

This delicate skin is the first place we form wrinkles. Protecting the eye area keeps you looking younger... longer.

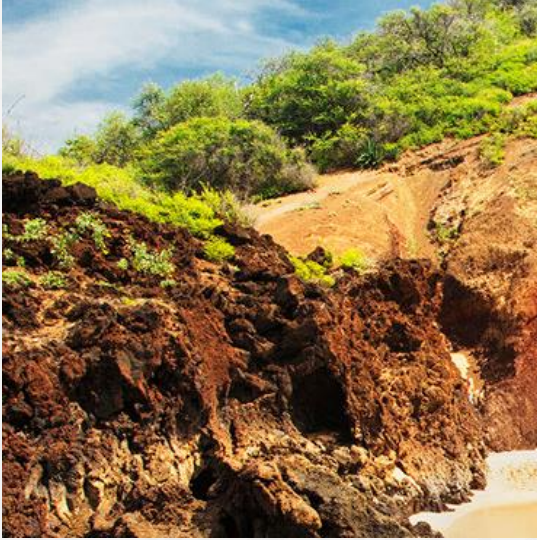
The right sunglasses help prevent skin cancer.

Where's the one place you can't apply sunscreen? Around your eyes! Look for the **Skin Cancer Foundation Seal of Recommendation** the next time you shop for sunglasses.

Quality shades allow you to see better in the dark.

No, not by wearing your sunglasses at night. It's about the time it takes your eyes to adjust from light to dark. Bright sunlight bleaches the photoreceptors & lengthens the time it takes your eyes to adjust to the dark.

HELP CREATE AWARENESS OF THE NEED TO PROTECT YOUR EYES



63%

OF ADULTS
DON'T WEAR
SUNGLASSES ON
CLOUDY OR RAINY
DAYS, ALTHOUGH UV
RAYS CAN BE QUITE
DAMAGING IN THESE
CONDITIONS.



REPORTS
INDICATE THAT

43%

OF MILLENNIALS ARE
LEAST LIKELY TO WEAR
SUNGLASSES ALWAYS
OR OFTEN.

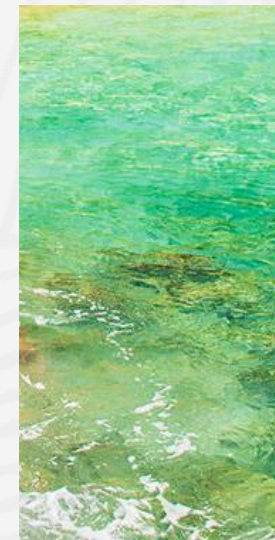
26%

OF ADULTS **RARELY
OR NEVER** WEAR
SUNGLASSES.



65%

OF ADULTS ARE
UNAWARE OF THE
LINK BETWEEN UV
EXPOSURE AND SERIOUS
EYE DISEASES, SUCH AS
CATARACTS AND MACULAR
DEGENERATION.



58%

OF AMERICANS SPEND
THE MOST TIME
OUTDOORS FROM 2PM-
6PM, A PEAK UV TIME.

TOP 5 REASONS TO WEAR SUNGLASSES

You're exposed to more than you think



UV Protection

The sun's harmful UV rays can lead to serious, & in some cases, long-term health issues.



Skin Cancer

5% to 10% of all skin cancer occurs around the eyes.

Always wear quality, protective sunglasses when outdoors, even on overcast days.



General Eye Comfort

The sun's brightness & glare interferes with comfortable vision.



Dark Adaptation

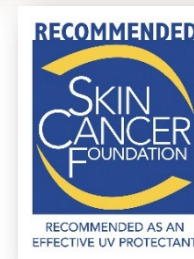
Spending even a relatively short time in intense sunlight can hamper the eyes' ability to adapt quickly to nighttime or indoor light levels.



Blue-Light Protection

Use outdoor lenses that absorb the HEV (*high-energy visible radiation*), as accumulated exposure has been associated with AMD (*age-related macular degeneration*).

MAUI JIM AWARDED SKIN CANCER FOUNDATION'S SEAL OF RECOMMENDATION



All Maui Jim sunglasses have been recommended by The Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin from the damaging effects from the sun.

In order for sunglasses to earn the Seal of Recommendation, they must filter out at least 99 percent of UVA and UVB radiation. **All Maui Jim Sunglasses protect against 100% of harmful UVA & UVB rays.**

Maui Jim is the winner of the 2016 Skin Cancer Foundation Skin Sense Award.



MAKE SUN PROTECTION PART OF EVERY CONVERSATION



Educate Your Patients

Pledge to make education of eye health and sun protection part of every interaction with your patients.

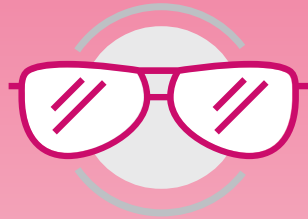


Sell the Second Pair First

Set “Sun” goals & get everyone in the office involved.

Set a sunglass target of 30% of business; track your success.

Practice The Patient’s Journey.



Wear Them Personally

Be the example!

Dress the part and let patients know what you personally wear.



Stock A Broad Polarized “Sun” Inventory

Both plano and Rx that will provide patients with options and compel them to purchase.



Seek AE Support

Ask your Maui Jim AE for support with product information, assortment, merchandising, and TTN training incentives, as well as how your patients can use their insurance benefits for Maui Jim prescriptions.

The most influential person, and the one with the biggest opportunity to help, is YOU, their eye care professional.



