

LENS CARE.

It's as simple as...

1 WHY

Lens care is important

- Eyewear is a financial investment. More importantly, it's an investment in your eye health.
- Improper care damages lenses, resulting in scratches, haziness, and peeling coatings.
- Damaged lenses affect vision and may cause eyestrain.

2 WHAT

Not to do and what to do

- **DO NOT** use paper products or clothing.
- **DO NOT** use glass cleaners, household detergents, or household soaps.
- **DO NOT** place glasses face down on the lenses.
- **DO** use a cleaner developed especially for lenses along with a clean lens cloth.
- **DO** use two hands when putting glasses on and when taking them off.
- **DO** store glasses in an eyeglass case.

3 WHICH

Cleaning method best suits your needs

- Liquid sprays used with a clean lens cloth.
- Convenient pre-moistened lens towelettes.

Why can't I use these products to clean my lenses?

Clothing

Clothing and fine particles of dirt caught in it can leave fine scratches on a lens. Research shows 52% of people use “clothing” as their most frequent cleaning method, and the majority of lens damage comes from it.

Dish Soap

While a few mild dish soaps don't harm lenses, today's “extra strength” dish soaps are powerful enough to slowly disintegrate lens coatings. Anything designed to “remove grime” will remove a lens coating over time.

Glass Cleaners

Glass cleaners are highly corrosive and can damage your lens coatings quickly. They are not made for the non-glass lens materials used in your “glasses”.

Tissue/Paper Products

Dry paper products can grind dust and paper fibers into a lens, leaving scratches. Used with water, paper products can't remove oils, hair products, or fingerprints.

Alcohol

Alcohol is often used to remove ink marks needed for cutting your lenses. Long-term use of pure alcohol, however, can damage coatings.

None of these products will do immediate damage to your lenses, but independent testing shows significant damage when a year of use is simulated. Includes research performed by COLTS Laboratories, a leading independent testing facility in the ophthalmic field.