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# Coppertone™ Polarized Lenses: Sun Protection For Your Eyes

In 1944, the first commercial sunscreen now known as Coppertone® was invented to protect WWII soldiers. Since then, the makers of Coppertone have been dedicated to sun protection, making Coppertone the most trusted suncare brand in America.

## A New Vision in Sun Safety!

Thanks to a partnership with Vision-Ease Lens, the leader in polarized lens technology, consumers can now enjoy fashionable, durable, premium Coppertone™ polarized sun lenses. These truly unique lenses block 100 percent of harmful UVA and UVB rays and offer more protection from High-Energy Visible (HEV) light than ordinary sun lenses, an important way to help keep eyes healthy into old age.

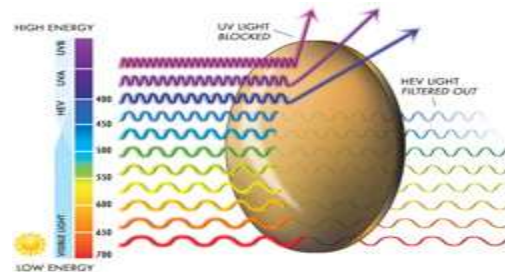
## Going Outdoors? Don't Forget Your Coppertone!

It's old news that overexposure to the sun is extremely harmful to our skin. But many people are still unaware of just how damaging the sun can be to eyesight.

Over time, exposure to the sun's harmful HEV and UV rays without proper protection can contribute to many long term problems, including: cataracts, macular degeneration (most common cause of vision loss in individuals over 55), premature skin aging and cancer of skin on the eyelids.

Since avoiding the sun completely isn't possible or realistic, everyone, especially the youngest among us, need effective eye protection. That's why Vision-Ease Lens and Coppertone offer patented polarized lenses for the entire family.

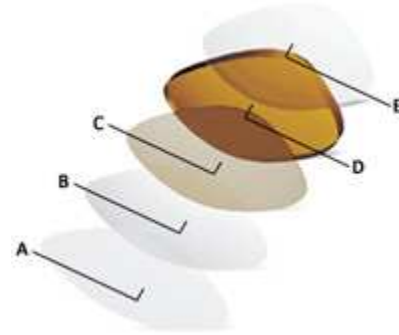
Who better than Coppertone, America's #1 trusted brand in suncare, to protect your family's eyes from the harmful effects of the sun?



**Coppertone Polarized Sun Lenses provide added protection against High Energy Visual (HEV) light, aka, "blue light." But unlike "blue blockers" Coppertone lenses are designed to block harmful UV light and filter out the blue light spectrum, so colors remain clear and true, so stoplights and other important visual information won't be hard to see.**

## Anatomy of a Coppertone Polarized Sun Lens

1. Front Side Scratch Coating
  - Factory applied and thermally cured
  - Up to 4x more scratch resistant than ordinary lenses
2. Polycarbonate Protective Layer
  - Provide up to 10x the impact resistance of ordinary sun lenses
3. Polarizing Filter
  - HEV gray lens eliminates 99.5 percent of reflected glare
  - HEV brown lens eliminates 97 percent of reflected glare
4. High Energy Visible (HEV) Light
  - More HEV/a.k.a. blue light protection than ordinary sun lenses
  - Coppertone lenses are designed to not harmfully distort color perception
5. Optical Polycarbonate Layer
  - Thin and custom ground to your prescription



## Prescription Coppertone Polarized Sun Lenses:

- block 100% of harmful UVA and UVB rays
- provide more HEV protection than ordinary sun lenses
- are an effective UV filter for the eyes and surrounding skin
- are light weight
- are designed to not harmfully distort color perception
- are virtually unbreakable and highly scratch resistant