



Don't lose your 20/20 in 2020.

THE HARMFUL EFFECTS OF BLUE LIGHT

It's Everywhere

Adults and children are exposed to an unprecedented level of blue light in today's world. **More than half of America's 11-year olds now own a smartphone.** (Source: Common Sense Media)

DID YOU KNOW?



Nearly **60%** of Americans use digital devices for **five or more hours** a day.



The average **13-year-old** American owns three digital devices and spends **70 hours** a week on screen time.



80% of VSP optometrists report the effects of blue light exposure are increasing.

Tired Eyes?

Over **200 million Americans** have reported symptoms of digital eye strain, also known as computer vision syndrome. 57% of Baby Boomers, 63% of Gen X, and 70% of Millennials have reported these symptoms. (Source: Vision Council)

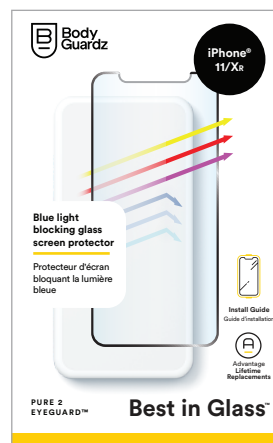
Impact on Children

The eyes of children under the age of 10 are very transparent with more than 65% of blue light reaching the retina. The amount of blue light that passes through decreases the older a person gets. By age 25, 50% reaches the retina. By age 60, only 1% of blue light gets through. (Source: UBS)

Insights

Q: What preventative measures can a customer take to help reduce blue light effects on their eyes?

A: BodyGuardz Pure 2 EyeGuard™ filters out up to **43% of harmful blue light** while safeguarding the device against drops.



PURE 2 EYEGUARD SCREEN PROTECTOR

- iPhone 11 Pro Max/XS Max **4366M**
- iPhone 11 Pro/XS/X **4368M**
- iPhone 11/XR **4078M**