

It's a great view from
here all year long



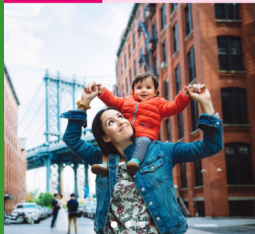
January

Setting sights on the new year

*Click on the titles below
to access each resource*

Did you know...

BABIES AND TODDLERS SCHOOL-AGE CHILDREN TEENAGERS ADULTS SENIORS



Babies and toddlers


The American Optometric Association (AOA) recommends babies receive a professional eye exam shortly after birth, at six months of age and again just prior to entering school.¹



How to choose an eye doctor

It may be human nature to surround ourselves with people who see things the way we do. But we should also include a few who see things a little differently. This applies especially to your eye doctor. The person you choose to provide your annual eye exam should be as much an ally as an expert. Above all, he or she should be able to tell you what you need to know about your vision health – even when you don't see it coming.

Eye care experts generally recommend a comprehensive eye exam every year, depending on age or vision needs.² And with roughly 60,000 optometrists and ophthalmologists operating in the U.S.,³ there are plenty of choices. Here are 6 considerations we recommend when deciding on the best eye doctor for you.



Myopia: Closing in on a looming vision condition

What turns leaves into green blobs, is longer than it is round and is shared by nearly half the people you know? The answer is closer than you might think.

Myopia, commonly known as nearsightedness, is the most common cause of impaired vision in people younger than 40 – and its presence is growing rapidly. 30–40% of the U.S. population is nearsighted today.¹

By 2050, it's predicted nearly half of the global population will be myopic.² But why? Let's look into some of the easy-to-read signs and possible cause of this condition.

From the very young to the young at heart, regular eye exams are important to keeping everyone in your family productive and well. For the sake of your loved ones' health and well-being, make getting an annual eye exam a part of your family's health care routine.

There's a lot to consider when choosing the right eye doctor. Use these tips for where to start your search and what to look for.

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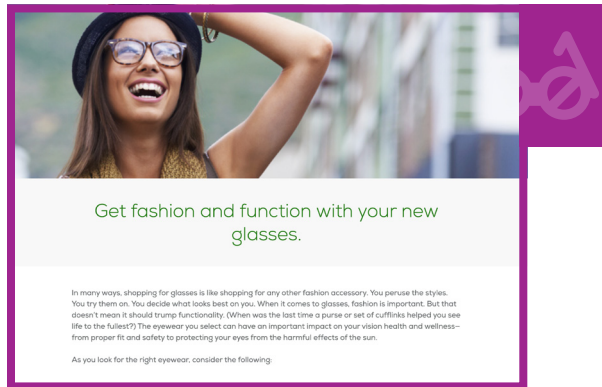
February

See the possibilities

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Hear it from an optometrist: learn all about comprehensive digital eye exams in this short video.

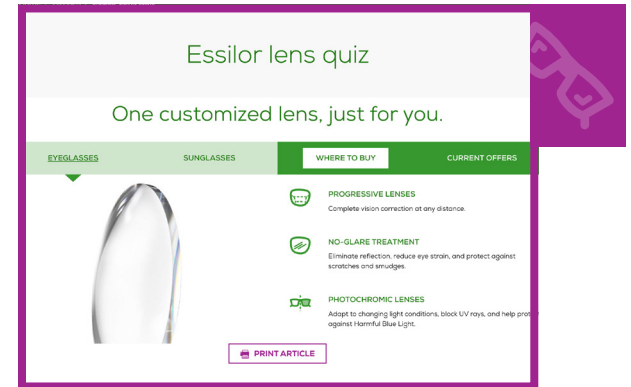


Get fashion and function with your new glasses.

In many ways, shopping for glasses is like shopping for any other fashion accessory. You peruse the styles. You try them on. You decide what looks best on you. When it comes to glasses, fashion is important. But that doesn't mean it should trump functionality. (When was the last time a purse or set of cufflinks helped you see life to the fullest?) The eyewear you select can have an important impact on your vision health and wellness—from proper fit and safety to protecting your eyes from the harmful effects of the sun.

As you look for the right eyewear, consider the following:

When it comes to glasses, fashion is important. But that doesn't mean it should trump functionality. (When was the last time a purse or set of cufflinks helped you see life to the fullest?)

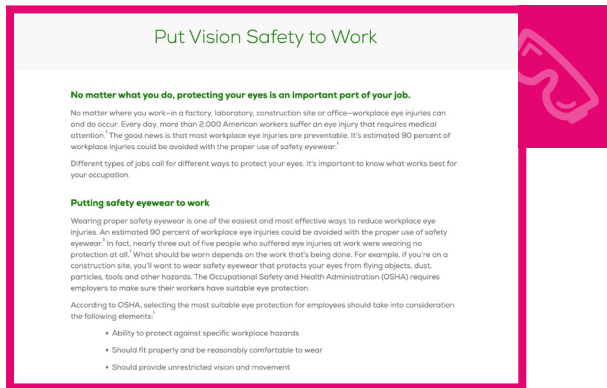


Are you curious what the best lens is to match your lifestyle? Uncover a customized solution for the best vision, based on your personal lifestyle needs.

March

Know what to watch for in the workplace

Click on the titles below
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Put Vision Safety to Work

No matter what you do, protecting your eyes is an important part of your job.

No matter where you work—in a factory, laboratory, construction site or office—workplace eye injuries can and do occur. Every day, more than 2,000 American workers suffer an eye injury that requires medical attention.¹ The good news is that most workplace eye injuries are preventable. It's estimated 90 percent of workplace injuries could be avoided with the proper use of safety eyewear.²

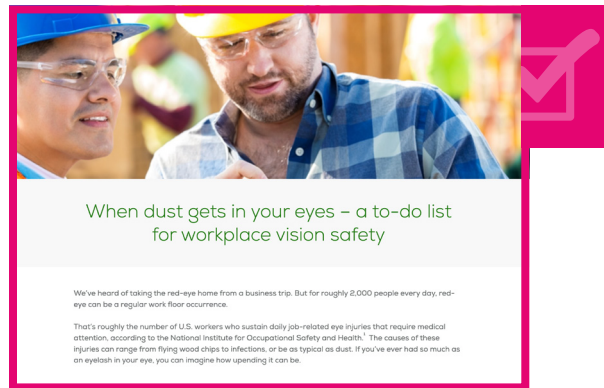
Different types of jobs call for different ways to protect your eyes. It's important to know what works best for your occupation.

Putting safety eyewear to work

Wearing proper safety eyewear is one of the easiest and most effective ways to reduce workplace eye injuries. An estimated 90 percent of workplace eye injuries could be avoided with the proper use of safety eyewear.² In fact, nearly three out of five people who suffered eye injuries at work were wearing no protection at all.³ What should be worn depends on the work that's being done. For example, if you're on a construction site, you'll want to wear safety eyewear that protects your eyes from flying objects, dust, particles, tools and other hazards. The Occupational Safety and Health Administration (OSHA) requires employers to make sure their workers have suitable eye protection.

According to OSHA, selecting the most suitable eye protection for employees should take into consideration the following elements:⁴

- Ability to protect against specific workplace hazards
- Should fit properly and be reasonably comfortable to wear
- Should provide unrestricted vision and movement



When dust gets in your eyes – a to-do list for workplace vision safety

We've heard of taking the red-eye home from a business trip. But for roughly 2,000 people every day, red-eye can be a regular work floor occurrence.

That's roughly the number of U.S. workers who sustain daily job-related eye injuries that require medical attention, according to the National Institute for Occupational Safety and Health.¹ The causes of these injuries can range from flying wood chips to infections, or be as typical as dust. If you've ever had so much as an eyelash in your eye, you can imagine how upsetting it can be.



Make a Date for Your Eyes: Your Annual Exam

Getting your eyes checked can help you be the vision of health.

You may think you need an eye exam only when it's time to update your eyewear prescription. But the truth is, eye exams are about a lot more than seeing whether you need a new pair of glasses or contacts. Comprehensive eye exams play an important role in your overall wellness, and you should get one every year for optimal vision health. Besides measuring your vision, regular eye exams can help identify early signs of certain chronic health conditions, including high blood pressure, diabetes, heart disease and high cholesterol.¹

Every year, about 20,000 eye injuries occur in the workplace – and most of them are preventable.¹ When hazards are part of the job, it helps to know how to best protect your eyes.

Flying wood chips, infections, dust and moving objects all pose a risk to eyes at work. Explore 10 ways to keep yours safe, including what to wear and how vision benefits can help.


Eye exams aren't just for updating prescriptions for glasses and contacts – they can tell us a lot about our overall health.

¹"Prevent Workplace Eye Injuries During COVID-19"; American Academy of Ophthalmology; aao.org; January 12, 2021.

April

The (eye) ball is in your court




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Eye safety checklist

For sports of all sorts

Athletes in all sports, on all levels, of all ages depend on their eyesight to perform. But you never know which way that crazy ball is gonna bounce. Knowing how to protect your eyes can help you enjoy the game—and the vision—you love so much.

	 CAUTION	 PROTECTION	 SKILL BUILDING DRILLS
Baseball	Wild pitches, thrown bats, pop flies	Face guard, eye guard	Tape words to a bouncing ball and see if you can read them (dynamic ocuity).
Basketball	Elbows, fingers, basketballs	Eye guards	Watch TV with your head turned to one side (peripheral vision).
Football	Fingers, loose equipment, flying dirt	Eye guards, face guard	Play a kid's memory matching game and focus on improving your speed (visual memory).




Add Protective Eyewear to Your Game Face

Whatever sport you play, guarding your eyes is always a winning strategy.

Whether it's helping you judge a sharp turn down the ski slope or seeing when to hit an oncoming pitch, your eyes are key players in all of your sports activities. But the eyes can also get injured if left unprotected. Nearly all sports pose some type of risk for eye injury. By making the right moves in protecting your eyes, you can significantly lessen your risk of eye injury, and even give yourself a competitive edge by increasing performance. Here are a few tips that can help you keep your eyes protected and well equipped for whatever sports you play:

Wearing the proper eyewear can greatly reduce your chance of an eye injury.



LASIK with the assist

You might know Ali Krieger best for helping her team win the 2015 World Championship or her all-star performance playing professional soccer at the highest level in the United States. What you might not know is she recently underwent LASIK eye surgery at [LaskiPlus](#) to help improve her vision.

LASIK is the most performed laser eye surgery in the world and treats myopia (nearsightedness), hyperopia (farsightedness) and astigmatism. LASIK is a FDA approved procedure that reshapes the cornea to enable light to be focused onto the retina for clearer vision.¹

Inspired by the benefits and convenience of LASIK, especially the idea of being less depending on glasses and contacts while on the soccer field, Ali started the process with a free consultation.

These days, athletes of all ages are focused on safety. Eye safety should be part of the picture. Next time you hit the field or gym, make sure you check these boxes.

Whether you're a weekend hiker or part of a competitive soccer league, protective eyewear can change your game for the better.

Considering LASIK? Professional soccer player, Ali Krieger, shares the process based on her personal experience with the procedure. Now she feels more confident both on and off the field.

May

Celebrating healthy vision month

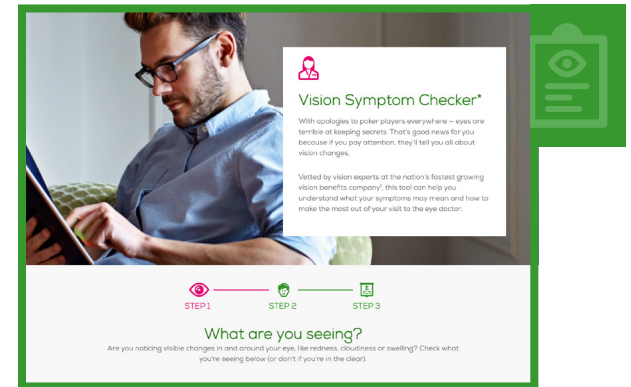
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While annual visits to your optometrist, dentist or general physician can seem inconvenient and never ending, they are a very critical part of preventative care.



While there is no substitute for scheduling an annual vision care screening with an optometrist, there are a myriad of ways to promote eye health regularly.



Are your eyes acting up? This tool can help you understand what your symptoms could mean so you can make the most of your eye exam.

June

Eye care is for everyone

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Men, vision health, and the big 5

Five of the most common health issues you face as a male can carry a risk of serious harm to your vision. Learn the ways your vision can be affected by each of these diseases, and what you can do to help avoid them.

1. Diabetes

About 15.5% of men in the US have diabetes.¹ With this diagnosis comes a chance of developing retinopathy.


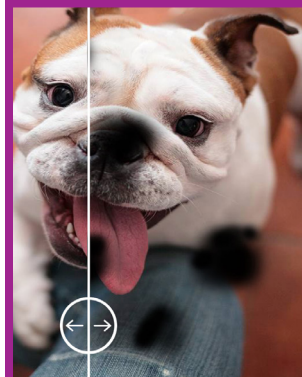


Women and vision: Keeping an eye on your health

If you're female, you're more likely to develop several common, yet serious, eye diseases as compared to your male counterparts. But you have more control over the outcome than you may think. A healthy lifestyle and routine eye exams may give your eyes a fighting chance.

Age-related macular degeneration

Women live longer than men, 5-7 years on average. That longevity increases your likelihood of developing



DIABETIC RETINOPATHY

What is it?
Diabetic retinopathy is the most common diabetic eye disease and a leading cause of preventable blindness in American adults.² It's caused by changes in the blood vessels of the retina. In some people with diabetic retinopathy, blood vessels may swell and leak fluid. In other people, abnormal new blood vessels grow on the surface of the retina. It often goes undiagnosed because the initial symptoms are very slight. However, it can be detected during your annual eye exam when your eye doctor dilates your eyes.

WHAT IS IT?

HOW IS IT DETECTED?

[Go Back](#)

5 of the most common men's health issues can also impact vision. Learn how these diseases can damage eyesight and what can be done to avoid them.

Women are more likely than men to develop many common but serious eye diseases. Knowing what to look for and a healthy lifestyle can give your eyes a fighting chance.²


Ever wonder what it's like to live with glaucoma or cataracts? Try a vision simulation of common eye diseases and learn a few new habits to help prevent them.

² "Women and Eye Disease"; PreventBlindness.com; April 2022.

July

Hello sunshine, hello protection

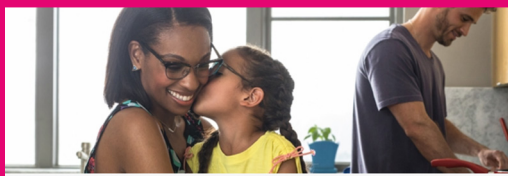
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Here's Looking at You – in Prescription Sunglasses

Find the perfect pair for every style under the sun, and every activity.

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses. Providing convenience, comfort and protection, they can enhance your time outside. And today you have many choices when it comes to finding a pair that won't break the bank. Frames, lenses, color and tint are part of a wide range of options that makes it easy to find the perfect pair for your lifestyle and your budget. How you spend your time outside can help determine what type of prescription sunglasses is best for




Seeing the world in Transitions

The smart lens that's getting brighter

Call it the "out-of-the-shadows shuffle," that moment after leaving a darkened room and entering the light when we slow down, squint and try to catch our visual bearings.

Transitions® lenses, which are made with technology designed to automatically adjust to light, are science's answer to this conundrum. Since their introduction in 1991, these adaptive photochromic lenses have served as a trusted ally for the naked eye.



Get the perfect fit: find the right lenses for your sunglass needs

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses. Providing convenience, comfort and protection, they can enhance your time outside. And today you have many choices when it comes to finding a pair that won't break the bank.

Frames, lenses, color and tint are part of a wide range of options that make it easy to find the perfect pair for your lifestyle and your budget. How you spend your time outside can help determine what type of prescription sunglasses are best for your needs.

Providing convenience, comfort and protection, prescription sunglasses can enhance your time outside. Learn more about the wide range of options that makes it easy to find the perfect pair for your lifestyle and your budget.


See clear while blocking out harmful rays. Learn more about lens technology designed with light-sensitive photochromic dyes that immediately start to darken when exposed to the sun's ultraviolet rays.

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses.

August

It's national eye exam month

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Vision issues to monitor in your 40s, 50s, 60s and beyond

With each passing year, we gain more memories and more wisdom. (We hope!) But as we grow older, our bodies change too, including our eyes and vision. This process is natural, but it's important to stay aware of age-related vision changes to keep our sight and health on-track.

If you've found yourself squinting at print or holding a book at arm's length lately, you're not alone. Difficulty seeing clearly for reading and close work is among the most common problems for those between the ages of 41 to 60.

With each passing year, we gain more memories and more wisdom. (We hope!) But as we grow older, our bodies change too, including our eyes and vision. This process is natural, but it's important to stay aware of age-related vision changes to keep our sight and health on-track.




How to make sure your child isn't the 1 in 4 with an undetected vision issue

It's hard to imagine that newborn babies can only see about 8-12 inches away, with anything beyond all a blur. It's even harder to imagine just how crucial a strong visual system is for a child's overall development, with 80% of learning in the first 12 years coming through the eyes.

With such a huge window of opportunity, parents and caregivers alike can take advantage of toys and play to help stimulate and sharpen a child's vision.

Here are activities for 3 different age stages you can try with your child.

A strong visual system is important for a child's overall development. Read about activities for 3 different age stages you can try with your child to help stimulate and sharpen their vision.



One of the most important photos you'll ever take

Like your mobile device, your camera and your music collection, eye exams have entered the digital age. That means at your next appointment, your eye doctor could document the exam through retinal imaging—a process that tracks changes in your eye that could signal possible vision or health issues. And you thought that string of selfies on your phone was your most valuable collection of images.

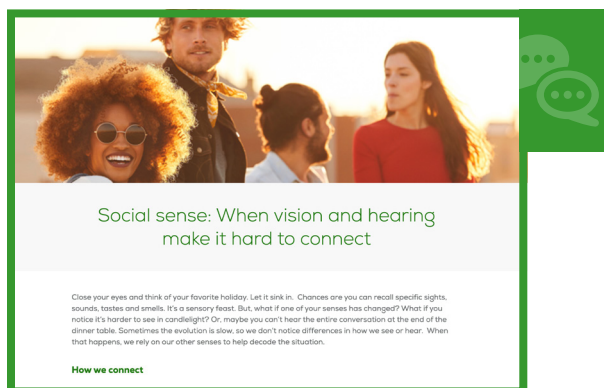
Why look at the retina?

At your appointment, your eye doctor could document the exam through retinal imaging – a process that tracks changes in your eye that could signal possible vision or health issues.

September

See better, hear better, feel better

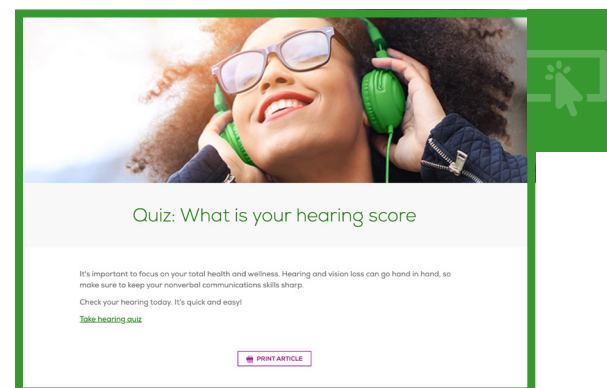
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Social sense: When vision and hearing make it hard to connect

Close your eyes and think of your favorite holiday. Let it sink in. Chances are you can recall specific sights, sounds, tastes and smells. It's a sensory feast. But, what if one of your senses has changed? What if you notice it's harder to see in candlelight? Or, maybe you can't hear the entire conversation at the end of the dinner table. Sometimes the evolution is slow, so we don't notice differences in how we see or hear. When that happens, we rely on our other senses to help decode the situation.

How we connect



Quiz: What is your hearing score

It's important to focus on your total health and wellness. Hearing and vision loss can go hand in hand, so make sure to keep your nonverbal communications skills sharp.

Check your hearing today. It's quick and easy!

[Take hearing quiz](#)

[PRINT ARTICLE](#)

You might not realize it, but your vision can have an impact on your mental health. So, prioritize your overall health and mental wellbeing by scheduling an annual eye exam.

Not being able to see or hear clearly can get in the way of a full life. What if one or more of your senses are changing? Learn a few strategies for making communication easier.

Hopefully, you've had an eye exam this year – what about a hearing test? This simple quiz will tell you whether you should think about making an appointment.

October

Fall in love with healthy eyes

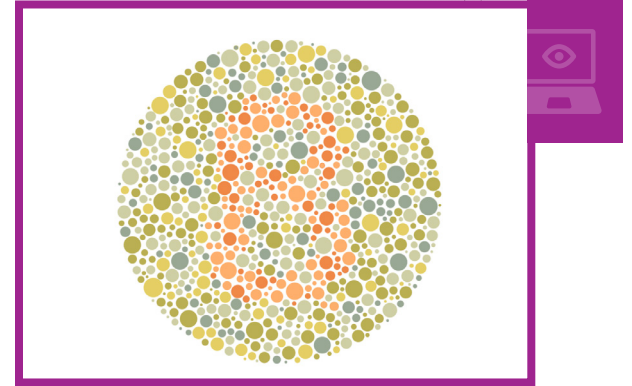
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If you have trouble reading street signs, or the numbers on a clock if they are far away, you're not alone. Myopia is an eye condition that affects 40% of Americans – where close-up objects appear clear but distant objects appear as blurry.³ Early diagnosis is key.



Did you know there are a variety of lenses tailored to suit the individual needs of every patient? During your annual eye exam, the doctor will discuss your options and lifestyle needs in order to find the perfect lenses and vision solution just for you.



Color blindness might not mean what you think. It actually has no relation to being blind and a very small number of people see the world entirely gray. Take the color deficiency screening and view examples of what color blind or deficient individuals see.

³ "Is nearsightedness more common?"; *All About Vision*; March 2022.

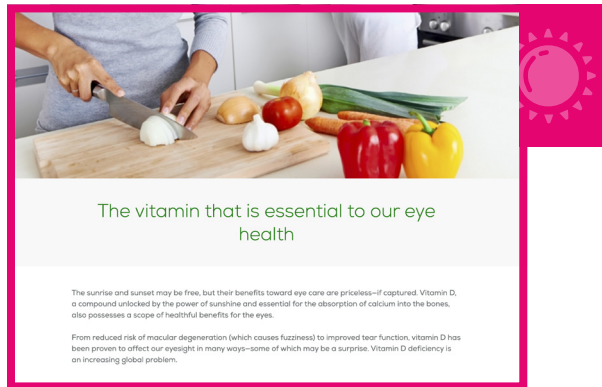
November

Key reminders for diabetic eye disease awareness month

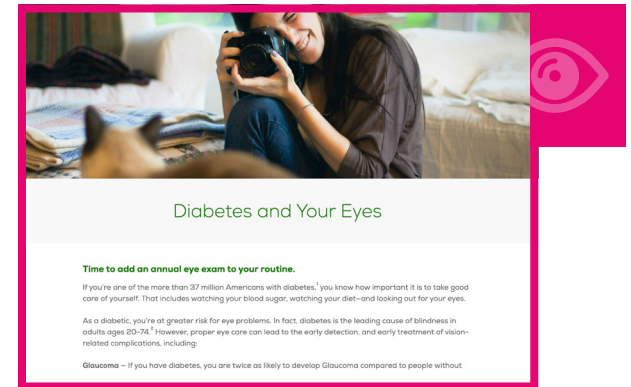
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Anyone with diabetes knows how important it is to take good care of yourself. Vision care is part of that, even if you're just at risk. This video shows how eye exams can help.



Vitamin D isn't just great for our bones; it's full of surprising benefits for the eye, too. Here's what they are (and how to get a little more).



Diabetics are at greater risk for eye problems.⁴ However, proper eye care can lead to the early detection, and early treatment of vision-related complications, including glaucoma, cataracts and diabetic retinopathy.

⁴ "Diabetes is the leading cause of blindness"; *Your Track to Health*; March 2022.

December

Eye care doesn't take a holiday

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Keep up with your child's eye exams

Through a child's eyes, the world can be full of wonder, where everyday objects possess extraordinary powers, and simple pleasures create lasting memories. However, beyond the ability to see the world with spirit and imagination, a child's actual vision needs are just as unique and important.

How a child sees at home, in school and at play can have a lifelong impact. Even under normal circumstances, a child's vision can change more frequently than the average adult. The problem is that we usually don't see it happening.

Children may not complain about their vision and think the way they see is normal. Parents also may not



Going the distance on vision care: 4 ways to stretch benefits

Quick: Name three important facts about your vision benefit. We'll wait. The less you know about your vision benefit, the more likely it is you are missing out on unexpected perks. We're talking beyond annual eye exams and prescription lenses, here.

A good vision carrier can offer a mobile app to make appointments and find the nearest doctor, provide educational materials to recognize often-overlooked vision issues and even added savings beyond coverage. Considering as many as 16 million Americans have undiagnosed or uncorrected vision problems, and vision



It's important to stay up to date on your wellness and take full advantage of your benefits. Here are a few ways you can use your EyeMed vision benefits before they expire.

A child's vision can have a lifelong impact, so we're sharing how to recognize their vision needs (and how often they'll need an eye exam).

Knowledge is power – and that's true for your vision benefits, too. Let's break down a few ways you can save even more while taking care of your eyes.

It's important to stay up to date on your wellness and take full advantage of your benefits. Here are a few ways you can use your EyeMed vision benefits before they expire.