Goodbye Old Friend

- Standard incandescent bulbs have been phased out, legislated away
- Some specialty incandescent bulbs such as 3-way and decorative remain

ADHD Diagnoses Soar 43 Percent in United States

Studies show that use of the devices even an hour or so before bedtime stimulates kids’ brains, with the bright blue screen light having a lasting effect and preventing sleep.”

“As a physician specializing in sleep disorders, Dr. Esparis knows full well the damage that electronic devices can do to children before bed, affecting their sleep patterns and potentially leading to a wide variety of health problems.”

**Blue Light Affects us in Three Ways**

- **Visual Blur**
- **Glare**
- **Post-Cataract**
- **AMD**
- **Fatigue**
- **Headaches**
- **Sleep Issues**
- **General Well-Being**

**Blue Light Impact on Visual Performance**

- **Light Scatter**

**Impact on AMD - “Rusting of the back of eye”**

Blue light is the highest energy visible light that gets to the retina (back of eye) where AMD occurs. Most UV or non-visible light is screened out by the cornea and lens before it can hit the retina.

**Ocular Lens Pigment (OLP)**

- **Age:** 30mm Light
- **30mm Light:**
  - **400 nm Light:**
  - **500 nm Light:**
  - **600 nm Light:**

**REFERENCES:**


Incandescent Vs Today's Light Sources

BLUE LIGHT CAN PRODUCE MACULAR DEGENERATION IN A MOUSE

Business Insider: The iPhone will finally stop ruining your sleep — here's how

THE NEXT VERSION OF IOS - 9.3 - INCLUDES A "NIGHT MODE" FEATURE TO CHANGE THE COLOR TEMPERATURE OF YOUR SCREEN - HERE'S HOW TO ENABLE IT
Business Insider: The iPhone will finally stop ruining your sleep — here’s how

SETTINGS
DISPLAY & BRIGHTNESS
BLUE LIGHT REDUCTION
USE THE SLIDER TO
ADJUST THE COLOR

HEALTH EFFECTS OF SLEEP DEPRIVATION

- Memory
- Cognitive Impairment
- Mood Changes
- Weight gain
- Severe Harming
- Appetite
- Sleep quality
- Ability to Concentrate

Children’s sleep disorders on the rise as local clinics work on treatments

Strategy #1 - Children’s Vision

• Duty to Warn?

Top 5 Most Successful Strategies

1. BLUE LIGHT
2. 400-500 nm

ADHD

ADHD Diagnoses Soar 43 Percent in United States

Dr. Michael F. Davies, a professor of child, youth, and family studies at the University of Miami, said that the rise in ADHD diagnoses is not due to an increase in the actual number of children with the condition, but rather to improved awareness and diagnosis.

“Parents are more aware of the signs of ADHD and are more likely to seek help for their children,” Davies said. “This has led to an increase in the number of children being diagnosed with ADHD.”

The National Sleep Foundation estimates that 10% of children in the United States have ADHD, which is a higher rate than the national average of 5%. However, the actual number of children with ADHD may be even higher, as many children with the condition may not be diagnosed or may go undiagnosed.

“ADHD is a complex condition that affects a child’s ability to pay attention, control impulsive behaviors, and follow through with tasks,” Davies said. “Early intervention is key to helping children with ADHD reach their full potential.”

Children with ADHD may experience difficulties in school, relationships, and other areas of their lives. Early intervention can help children with ADHD develop the skills they need to succeed in school and other areas of their lives.

“Early intervention can help children with ADHD develop the skills they need to succeed in school and other areas of their lives,” Davies said. “Early intervention can help children with ADHD develop the skills they need to succeed in school and other areas of their lives.”

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Implementation - Children’s Blue Light Vision Program

- “Kids sleep issue article to parents at check in”
- Prescribe Exclusive ratio OLP “Indoor” for child (Plano or Rx)
- If refused parent signs waiver they have been warned of dangers of blue light damage along with protective properties of OLP lenses
- Patient chooses any frames or selects from ‘ready to wear’ program products

Strategy #2: Protecting Plano Patients- Indoors

Also available in adult designs for teens and contact lens wearers

Strategy #3: Outdoor Polarized Protocol

Implementation - OLP Outdoor Program

- Purchase and use OLP ‘ready to wear’ plano outdoor OLP sunwear for contact lens wearers and others
- Demonstrate the ability to read smart devices through the OLP polarized lenses
- Discuss the dangers of blue light

Strategy #4 Clip-ons

- eClip 3 piece kit
  - Plano indoor
  - +1.00D indoor
  - Plano outdoor polarized

Polarized Sunglasses for the Digital World

Polarized sunglasses are great at reducing glare, but they can make it difficult to see the LCD on your cell phone or navigation system. It’s harder to see an ATM screen when you’ve got polarized sunglasses on.

— Janice Jurkus, OD

Polarized Sunglasses for the Digital World

Strategy #5: Lifestyle Options

- Computer
- Workspace
- Millennials for digital use

Real Patients – Real Results

“Just wanted to give you an update on my daughter’s glasses. She is sleeping so well and not being fussy at night since we started using the OLP lenses. I have on a few nights not given them to her and I absolutely notice a difference in her not wanting to go to sleep. Even her eating habits have improved! I am still trying to over come patient’s not getting them for their kids”

“Thank you so much for prescribing OLP Lenses for my son. He has had absolutely notice a difference in her not wanting to go to sleep. Even her eating habits have improved! I am still trying to over come patient’s not getting them for their kids”

“Thank you so much for prescribing OLP Lenses for my son. He has had even more advanced sleep trouble than before leading him to sleep walking. It has been highly disruptive to our lives. Since wearing the lenses he is sleeping through the night and shows them off to his friends as his cool glasses. Thanks for making a difference in our lives”

Real World Patient Impact

- 2,023 People Wearer Survey
- 98.2% Noticed “Significant sleep improvement”
- 99.1% Eyes “More relaxed indoors”
- 65.1% “Significant reduction in headaches/migraines”
- 93.8% “Absolute Yes to wear as everyday pair of glasses”

Action Plan

Start with “Easy”
- Plano Ready to Wear for Kids/Under 40/Contact Lens Patients
- Anyone at risk of AMD or having sleep problem
- Outdoor Polarized Plano (Replace your everyday polarized sunglass lenses – polarized benefits plus read all your digital devices)
- Clip-ons
- Lifestyle dispensing

Differences in Technology/State of the Market

State of the Blue Light Market

Many new products on the market
- Blue Light AR Coatings (Deflect) > 20% 415 to 455 nm
- Blue Light Lenses (Filter Focus: 400 to 420)

New Lenses/Coatings Come: “Me Too Product”

Very High Legal Liability for marketing claims
- Multiple Legal Opinions on current ads
- “Overselling of Product Impact That Can Be Easily Identified by consumer and public domain research”

Big Opportunity: Separate Fact vs. Fiction To Consumers
**Unique Formula Advantage**

**OLP Lenses vs. Blue Light AR Coating**

OLP Lenses filter 470% MORE in the Blur/Glare range (400 – 420 nm)

OLP Lenses filter 530% more in the Sleep/Health Impact arena (459 – 484 nm)

**OLP Lenses vs. Blue Light Lenses**

OLP Lenses filter 115% more in the AMD space (420 – 440 nm)

OLP Lenses filter 780% more in the Sleep/Health Impact arena (459 – 484 nm)

**Protection Without Compromise**

- Blue & Glare (400-420nm)
- Peak AMD (420-440nm)
- Sleep/Health Impact (459-484nm)
Exclusive Ratio OLP Lenses
- Filter Blue Light & Block 100% of UV Light
- Available as Indoor or Outdoor (Polarized) Lenses
- VSP & Eye Med Approved

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Exclusive Ratio OLP Lenses
- High Impact 1.56 Material
- 46 Abbe Value
- Safe For Kids & Adults
- Actual Lens infused with a unique Ocular Lens Pigment Ratio
- Not A Coating or Tint
- Block UV and filter Blue Light by mirroring nature’s protection
- Indoor protection; Polarized outdoor protection

Do These Eyes Deserve A Compromise In Protection?