



G U N N A R

COMPUTER EYEWEAR

GUNNAR Optiks is the only patented computer eyewear recommended by doctors to protect and enhance your vision. Our premium computer eyewear defends eyes from the effects of digital eye strain which can include dry eyes, headaches, blurred vision, eye fatigue, altered circadian rhythms, and insomnia.



WHAT IS DIGITAL EYE STRAIN?

Digital eye strain is a collection of physical effects felt after prolonged exposure to digital screens at close distance. Symptoms include dry eyes, Headaches, blurred vision, visual stress, and eye fatigue. Artificial blue light emitted for digital screens can also lead to sleep disorders, cataracts, and age-related macular degeneration.

THE MOST COMMON SYMPTOMS OF DIGITAL EYE STRAIN

- Eye muscle fatigue
- Headaches
- Blurred vision
- Dry eyes
- Sleep disorders
- Neck and shoulder pain

THE MOST COMMON causes OF DIGITAL EYE STRAIN

- Continuous close distance viewing
- Blue light from screens
- Poor room lighting
- Improper viewing distance
- Glare on the computer screen
- Uncorrected vision problems

FROM THE VISION COUNCIL OF AMERICA

Many individuals experience eye discomfort and vision problems when viewing a computer screen for extended periods.

224 million Americans currently experience some form of Digital Eye Strain

192 million Americans use digital devices for 5 hours or more hours a day

155 million Americans play video games on a regular basis

138 million Americans regularly use a digital device for reading

89 million Americans spend 10+ hours a day on digital devices

85 million American adults spend half their waking hours on a digital device

The Vision Council has published that digital eye strain is now the **number one office-related injury in the US**, affecting more than 140 million people annually.

Worker productivity & computer vision

A study conducted by the University of Alabama at Birmingham School of Optometry on worker productivity and computer vision care showed the following results.

Increased productivity

Providing computer vision care to employees who use computers, even those who are not experiencing CVS symptoms, results in significant productivity gains and cost savings for employers. **Employees using computer eyewear showed 19% more productivity.**

MORE SCREEN TIME = MORE BENEFIT

Employees performing tasks with particularly demanding visual requirements, such as design, accounting, document editing, and engineering will **benefit even more from computer eyewear** than the average computer worker.

FEWER VISION PROBLEMS

Musculoskeletal problems, which may be caused by computer-related vision problems, can potentially be **minimized or eliminated by including computer vision care** in a comprehensive vision care benefits program.

REDUCED COSTS

A computer vision benefits program likely will also lower incidence of workers' compensation claims among computer workers, therefore **saving the company money and employee down time.**

FROM THE AMERICAN OPTOMETRIC ASSOCIATION

According to the AOA, the most frequent health complaints among computer workers are vision-related. Their studies indicate that 50 to 90 percent of computer users suffer from symptoms of computer vision syndrome/digital eye strain. These symptoms include dry and tired eyes, eye irritation, blurred vision, headaches, and double vision.

With statistics showing computer use at an all-time high, **the AOA believes that CVS is becoming a major public health issue.** The AOA recently revealed the results of a survey of optometrists that showed approximately 10 million eye exams are performed annually in the United States due to vision problems related to computer use.



THE BENEFITS

Providing computer vision protection to employees who use computers can result in significant productivity gains and cost savings for employers. And, employees using computer eyewear are more engaged and productive. Ultimately, employees who feel that their organization cares about them work better.

EMPLOYER BENEFITS

- Less employee downtime from eye related issues
- More productive and energized work force
- Fewer work-related health claims
- Significant productivity gains and cost savings

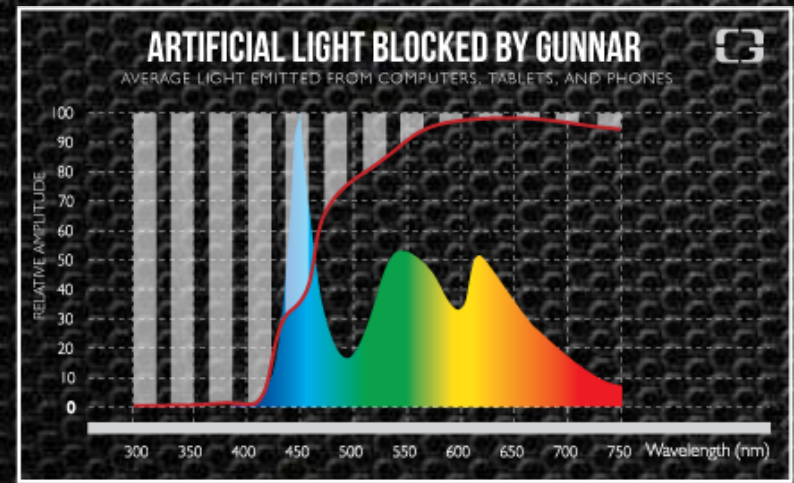
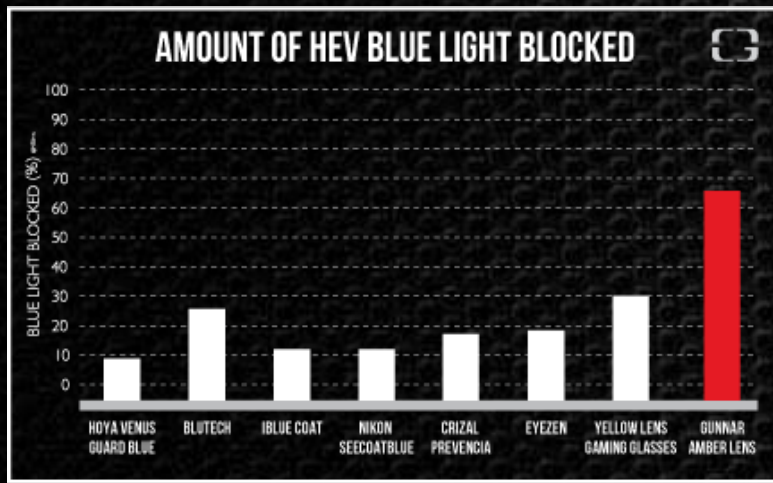
EMPLOYEE BENEFITS

- Less eye fatigue, headaches, dry-eyes and downtime
- A feeling of increased productivity
- A sense that their employer values and appreciates them
- Increased feeling of loyalty and dedication to the company

OUR SOLUTION

GUNNAR is the only computer eyewear that addresses all optical causes of digital eye strain. GUNNAR's are precision engineered with specific lens tint, magnification, and lens coatings to be the most effective fight against digital eye strain. GUNNAR eyewear is engineered to help eyes not have to work so hard in the digital age.

- Blocks 65% of damaging blue light
- Reduces irritating dry eyes
- Eliminates exhausting eye fatigue
- Minimizes headaches
- Stops blurred vision
- Helps with a restful nights sleep



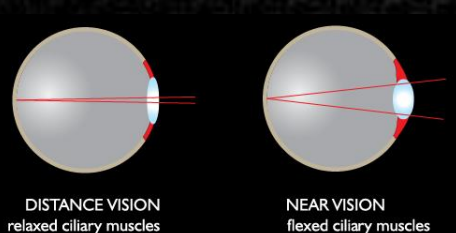
Our technology

GUNNAR lenses **add additional contrast** to define shapes and sharpen detail for easier viewing.
 GUNNAR lens tints **block high frequency blue light** emitted from digital devices to protect eyes.
 GUNNAR lens focusing power **helps you hold focus** on screens to minimize eye muscle fatigue.
 GUNNAR wrap around patented lens design **prevents dry eyes and irritation** to ease eyestrain.
 GUNNAR anti-reflective coatings **eliminate visual distractions** to the eye.

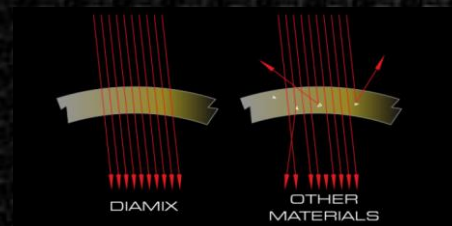
BLUE LIGHT

Blue light has a shorter wavelength than other visible light and is believed to cause flickering in your vision. This shorter wavelength of blue light emitted from screens is hard on the eyes and may cause accumulated damage to the retina, cataracts, and is linked to sleep disorders. GUNNAR blocks the bad blue light and lets in the good blue light.

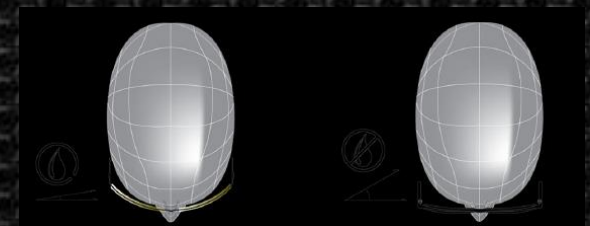
Added Focusing Power



Superior Lens Materials



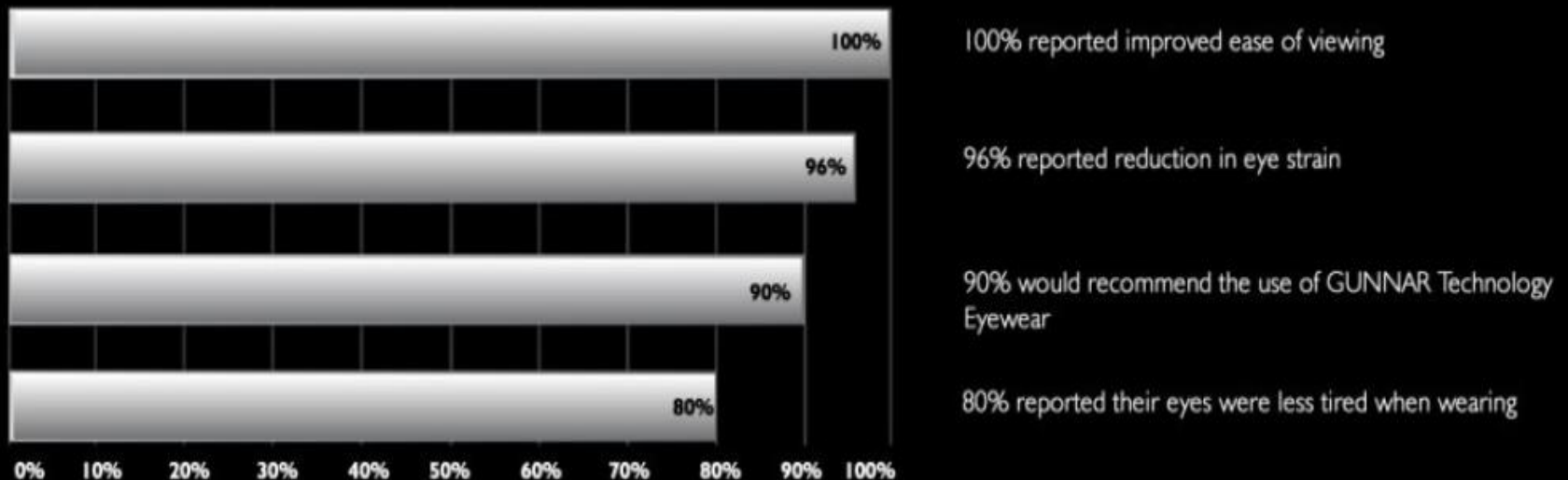
Wrap Around Designs



GUNNAR PRODUCTIVITY STUDY FINAL RESULTS

During an independent study conducted at three professional eye care facilities, over 150 patients were interviewed before and after using GUNNAR computer eyewear throughout a multi-week test involving intense computer use.

They provided the following results:



Results showed 96% of the subjects reported a reduction in eye strain.

Next Steps



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