

PAUL BERMAN, O.D. F.A.A.O.

OPTOMETRIST

5 SUMMIT AVENUE • HACKENSACK, N.J. 07601
TELEPHONE 201-646-9090

Dear Wal-Mart / Sam's Clubs Vision Center Doctors,

According to the National Eye Institute, eye injuries are the leading cause of vision loss in one eye...and second to cataracts in two eyes. More than 25% of these eye injuries occur while people are playing sports. By recommending protective sport eyewear, you can help eliminate up to 90% of this tragic vision loss. Did you also know:

- More than 600,000 eye injuries related to sports and recreation occurs each year...42,000 of these injuries are of a severity that requires Emergency Room attention.
- It is estimated that approximately 13,500 legally blinding sports eye injuries occur each year.
- One-in-eighteen college athletes will sustain an eye injury each season. The odds increase to one-in-ten for basketball players.
- According to the 2002 National Health Interview Survey, 84.6% of children do not utilize protective eyewear in situations that represent a risk of eye injury.
- The American Public Health Association strongly recommends that all participants in defined moderate- to high-risk sports utilize protective eyewear appropriately certified for the specific sport, and further urges state legislatures to mandate that all children wear sports protective eyewear that meets the lens and frame standards of ASTM F803 and other ASTM standards relating to eye protection in sports ...
- The National Institute of Health's "**Healthy People 2010**", a national disease prevention initiative that identifies opportunities to improve the health of all Americans, lists ten vision objectives...one of which is to increase the utilization of protective sport eyewear.

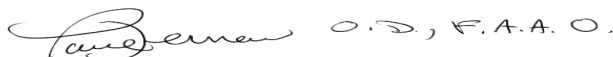
As eyecare professionals, we need to help eliminate preventable sports eye injuries. Please advise your patients, especially if they are parents of children needing vision correction, about the need to protect their eyes. Ask the simple question "**DO YOU PLAY SPORTS?**" of all your young and active customers. Recommend REC SPECS Rx'able protective sport eyewear to those who play sports and need vision correction.

When a child participates in a sport activity, the impact of a ball or other equipment as well as an opponent's fingers, hands, and elbows become a threat to a child's visual safety. Likewise, if a child wears glasses, everyday fashion eyewear is not held to the same protective sport standards as eyewear labeled as ASTM F803 protective eyewear for sports use. The lens in fashion frames could easily pop out and puncture or cut the eye. In addition, the frame itself is another projectile that can cause severe trauma.

The good news is that you can help prevent a young person from being sidelined because of a serious eye injury. You can make the decision easy to help protect their eyes by adding protective sport eyewear to their equipment bag. Remember, while protective sports eyewear can provide significant protection; they cannot guarantee to be unbreakable or guard against all foreseeable impacts. However, a quality pair of ASTM F803 sports protective eyewear equipped with the appropriate polycarbonate lenses to meet safety standards for certain sporting activities, can be sight savers since they help keep the eyes and surrounding ocular region protected.

Remember, eye protection is a health goal of our federal government. Let us all work together to eliminate preventable sports related eye injuries in the community you serve, and to help protect your patient's precious gift of vision.

Respectfully,



Paul Berman, O.D., F.A.A.O.