



Your all-seeing eyes

USE THE PROTECTIVE POWER OF AN EYE EXAM

Your eyes can speak pretty clearly. Just listen. Pay attention and they'll tell you about health problems you may not even know about.

That's the power of an annual eye exam. When you're tuned in regularly, even the smallest changes can be tracked. People are 4x more likely to get an eye exam than a physical, so it's often the first sign that something is wrong.¹

Are you one of the 8.5 million EyeMed members that received an eye exam last year? What are your eyes trying to tell you?

Get an eye exam every year.

SEE THE SIGNS SOONER

Your eyes are windows to your soul. They're also portals to your health. Serious health problems show early signs through your eyes – signs you don't want to miss. Diabetes is the #1 cause of blindness in adults.² The good news? Signs can be spotted early during an eye exam. Same goes for high blood pressure, high cholesterol and heart disease – and eye diseases like cataracts and glaucoma.³ See it sooner. Treat it sooner. It's that simple.

FACT: More Americans fear blindness than cancer.⁴

FIGHTING TECH WITH TECH

An Apple a day (or even a PC) won't keep the eye doctor away. Every day, we spend hours staring at phones, laptops and tablets. These screens put out blue light. Sounds pretty, but blue light is linked to blurred vision and retinal damage.⁵ Turn the tables on the digital age with a digital eye exam. Your eyes are always changing (you probably don't even notice it). Precision digital technology can spot even the smallest changes caused by blue light and other modern-day mischief.

EYE EXAMS AT EVERY AGE

- **Babies and toddlers:** Should have their first eye exam between 6 and 12 months.⁶
- **School-age children:** 1 in 4 may have vision problems that affect learning.⁷
- **Adults:** Over 200 million in the U.S. alone need vision correction.⁸
- **Seniors:** The most common sufferers of glaucoma, cataracts and macular degeneration.⁹
- **Moms-to-be:** Pregnancy can cause vision changes that your doctor should know about.¹⁰



EARLY DETECTION IS KEY

Regular eye exams can help identify early signs of certain chronic health conditions:³

- High blood pressure
- Diabetes
- Heart disease
- High cholesterol

AN EYE ON YOUR HEALTH: EDUCATION

DON'T LIVE WITH EYE ANXIETY

We make it easy to get all-important eye exams. With EyeMed, you have freedom to choose the doctor, hours and location that work for you.

Why eye exams matter:

- Diabetes is the leading cause of blindness in adults¹¹
- About 2 million Americans have glaucoma and don't know it¹²
- The eye is one of the only areas of the body where doctors have an unobstructed view of blood vessels¹³
- 60% of people spend 6+ hours in front of digital devices¹⁴



¹ US Department of Health – National Health Statistics Report #8; 8/6/08.

² www.diabetes.org; American Diabetes Association, *Statistics About Diabetes*, sourced, April 2016.

³ American Academy of Ophthalmology; "Frequency of Ocular Examinations"; 2009.

⁴ National Poll on Severe Vision Loss/Blindness; American Foundation for the Blind; Feb 2007.

⁵ www.macular.org; *Ultra-violet and Blue Light Aggravate Macular Degeneration*; American Macular Degeneration Foundation; sourced April 2016.

⁶ American Optometric Association, "Infant Vision: Birth to 24 Months of Age," January 2012.

⁷ College of Optometrists in Vision Development, August 2004.

⁸ Based on consumer study data by AC Nielsen and verified by Vision Watch data, 2008.

⁹ American Optometric Association, "Adult Vision: Over 60 Years of Age," January 2012.

¹⁰ American Optometric Association.

¹¹ www.diabetes.org; American Diabetes Association, *Statistics About Diabetes*, sourced, April 2016.

¹² www.glaucoma.org; *Glaucoma Facts and Stats*; Glaucoma Research Foundation; sourced April 2016.

¹³ American Academy of Ophthalmology, "Your Eyes Could Be the Windows to Your Health," December 2014.

¹⁴ 2016 Vision Council Digital Eye Strain Report.



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