

NO-GLARE for kids



Dr. Baxter (top row center) with her staff

According to the American Optometric Association, 80 percent of what a child learns before the age of 12 is through their eyes.

At Baxter Eye Care in The Woodlands, Texas, Davida A. Baxter, OD, and her staff know that. The practice, which specializes in family care with a pediatric emphasis, provides beyond-typical eyecare services including laser retinal imaging and vision therapy, as well as visual and auditory perceptual skills evaluation, which is recommended for children prior to first grade.

One of its keys to success? The practice recommends Crizal Avancé No-Glare lenses for children 100 percent of the time.

READING COMPREHENSION

“Children often present with complaints of ocular fatigue, mild headaches with reading or computer usage, and poor reading comprehension,” Dr. Baxter says, adding:

■ **COMPLAINTS.** “No-Glare lenses are extremely effective in reducing or eliminating these complaints.”

■ **COMPREHENSION.**

Eliminating those complaints can also help in “improving reading comprehension, since attention span and concentration are increased.”

■ **CONCENTRATION.** “When reading is comfortable, children can attend to content rather than the mechanics of reading.”

SAFE AND SOUND

Dr. Baxter points out that No-Glare lenses are a necessity for a variety of childhood situations, including:

■ **SPORTS:** No-Glare technology on sun and sports eyewear for children may help them to catch a ball, for example, that otherwise could be lost in the glare.

■ **SAFETY:** No-Glare lenses can also help prevent accidents...for example, by making it easier for kids on their bikes to see puddles on the pavement, holes in the road, curbs, cars, other bikes or pedestrians that could be missed due to glare.

INVOLVING PARENTS

It’s important to involve parents every step of the way, and answer all their questions in thorough, yet easy-to-understand, terms, says Dr. Baxter.

■ **ADULT WEARERS.** “If

parents wear No-Glare lenses, we ask if they’ve noticed a difference in their own comfort and visual acuity.”

■ **THE BEST.** “We also explain to parents that we know they want the best vision for their child, and how that will be obtained with No-Glare lenses. We explain the reason is that more light is transmitted to the retina rather than reflected away from the front surface of the lens.”

PROBLEM SOLVING

■ **LENS CARE.** Depending on the age of the child, the practice may recommend that the parent be responsible for cleaning and caring for the lenses.

■ **CLEANING TIPS.** Dr. Baxter explains: “We recommend Crizal Avancé No-Glare lenses as they clean easily with mild liquid, non-lotion soap after first rinsing with warm tap water to remove dust. We tell parents that lenses should then be dried with a soft cotton cloth that has not been laundered with fabric softener, or with microfiber cloths provided by an optical entity.”

The bottom line? The practice recommends No-Glare lenses for all children...100 percent of the time.

VIDEOS ON VIEW

Six No-Glare training videos have just been launched and are now available at no-glare.com. They feature information on various real-life situations that highlight the benefits of No-Glare—from increased contrast sensitivity and reaction time to reduced glare and eye fatigue.



No-Glare | enhances kids' vision and education



No-Glare lenses help keep kids focused on their studies by reducing the glare from lighting, whiteboards and computers. Since 80% of everything children learn in the first 12 years comes through their eyes, No-Glare lenses enhance learning by improving visual acuity and reducing eye strain.

Help your patients see more clearly. Prescribe No-Glare lenses for better safety, health, and comfort.

No-Glare better vision

- Amplify Acuity & Contrast
- Improve Field of View & Recovery Time
- Enhance Kids' Vision & Education**
- Minimize Computer Glare & Eye Strain
- Reduce Scratches & Smudges

Learn more at www.no-glare.com

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