



Have you heard about
digital eye strain?





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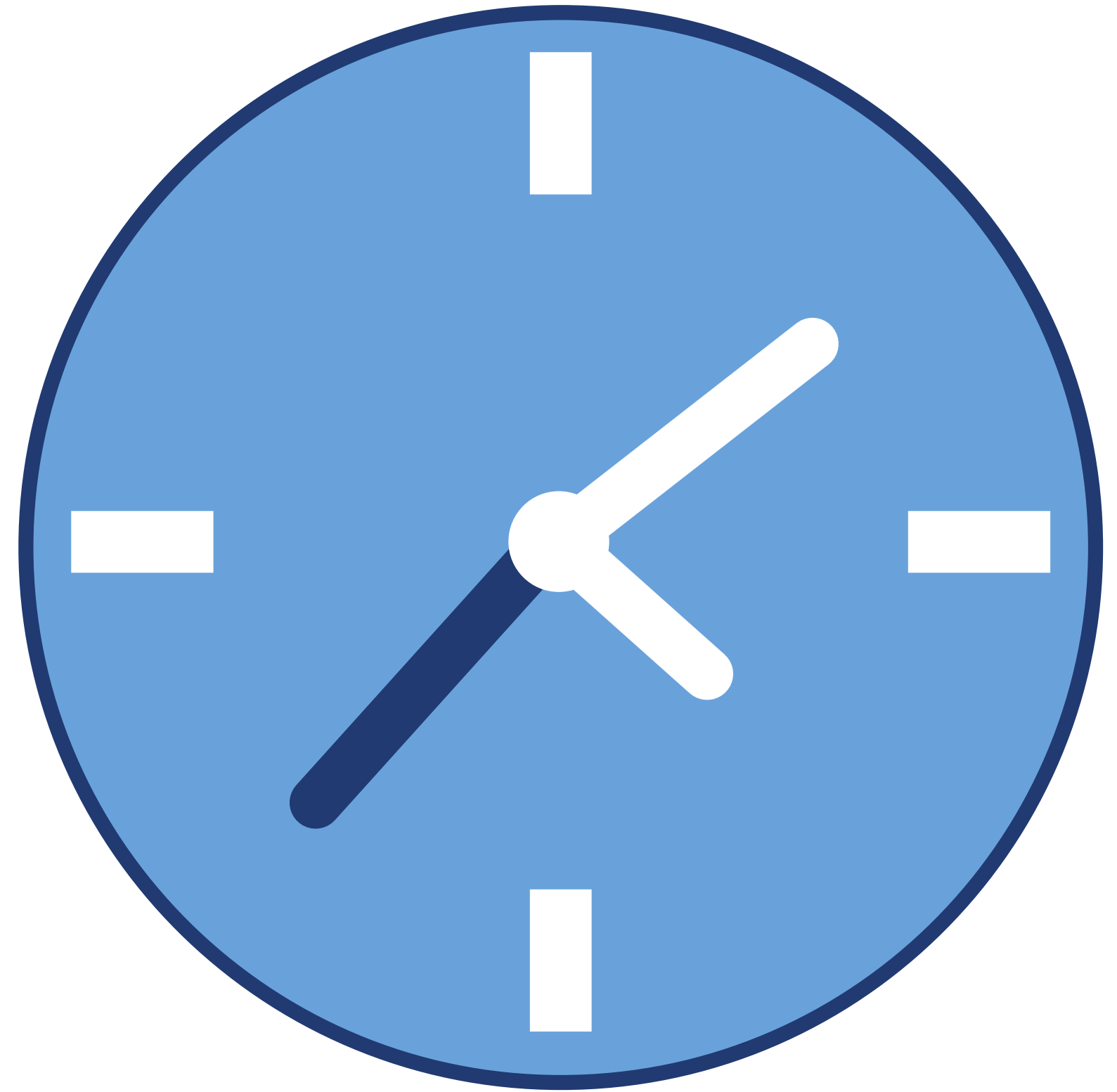


Digital eye strain
is the physical
eye discomfort



felt after
2 or more
hours

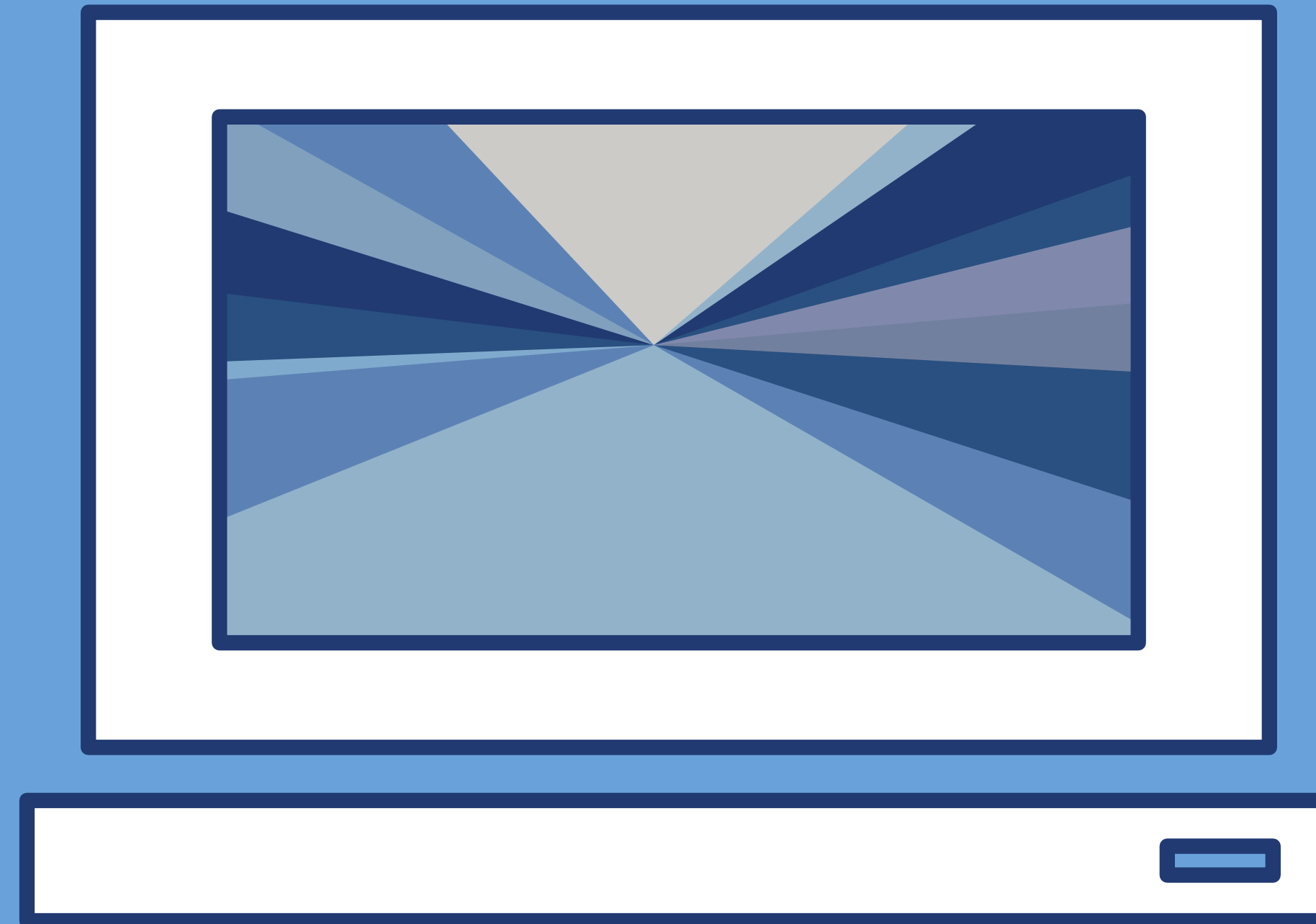
in front of a digital screen



and is associated to digital screens, including:

laptops

**tablets, e-readers
and smartphones**

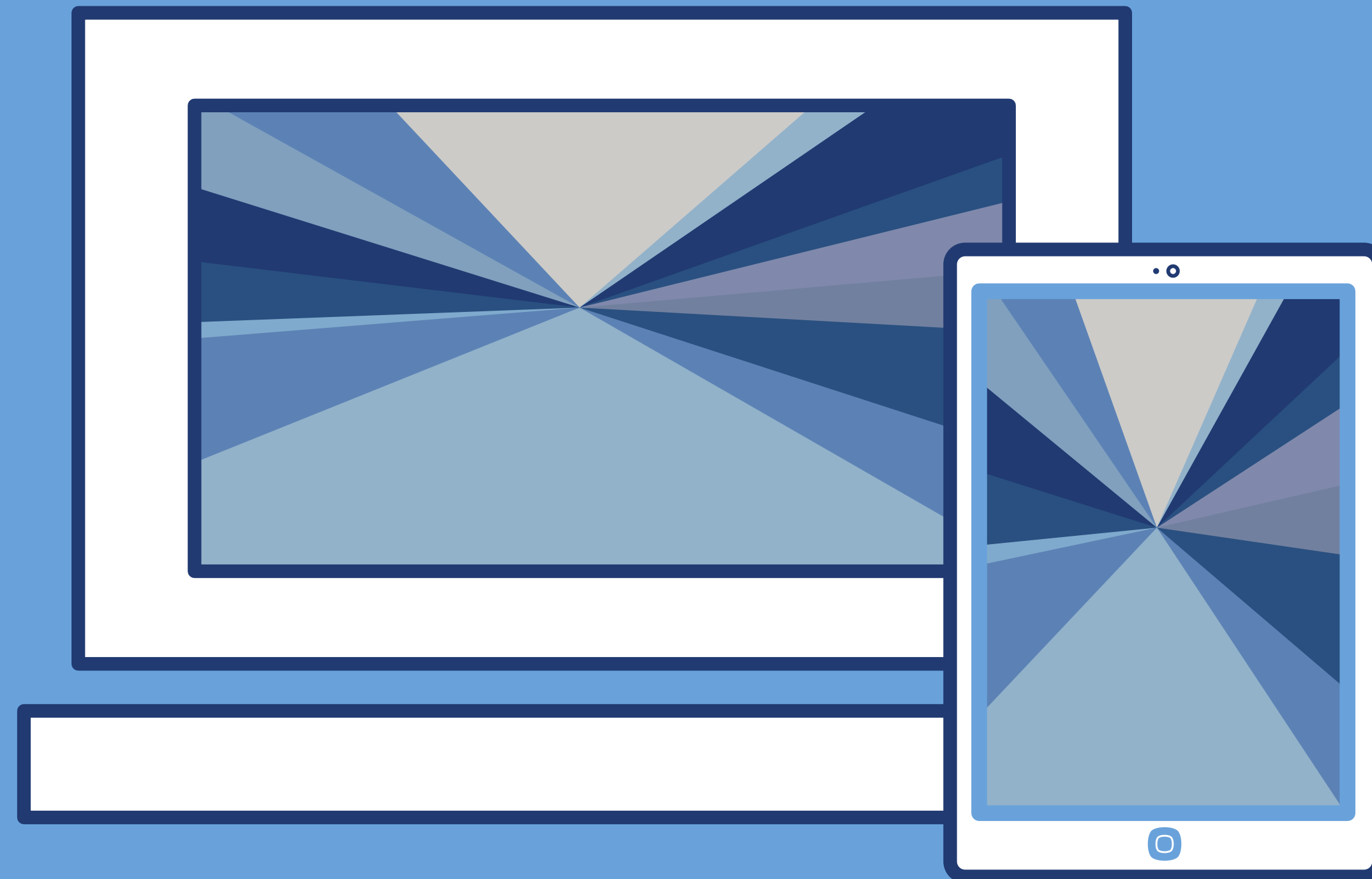


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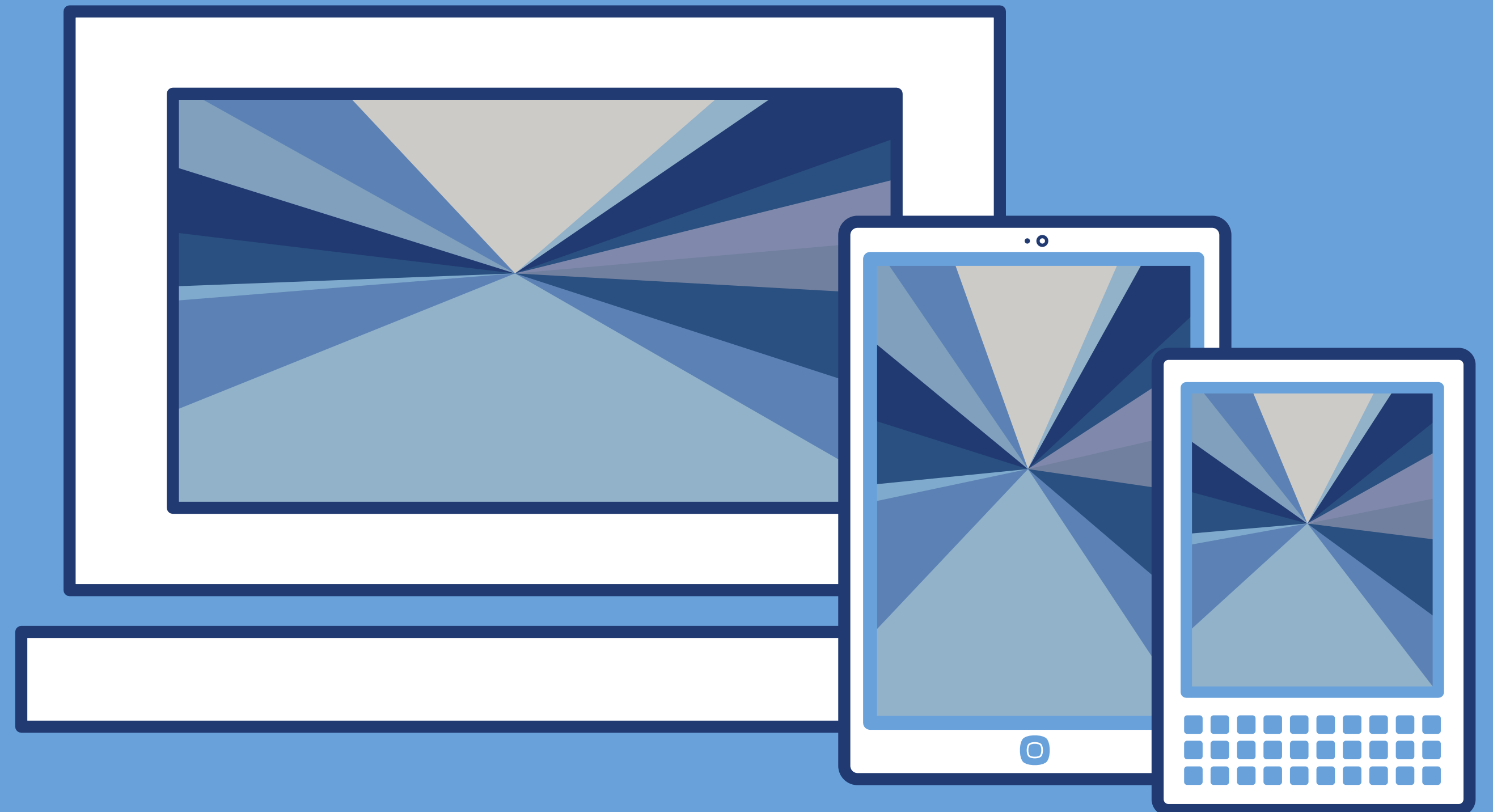


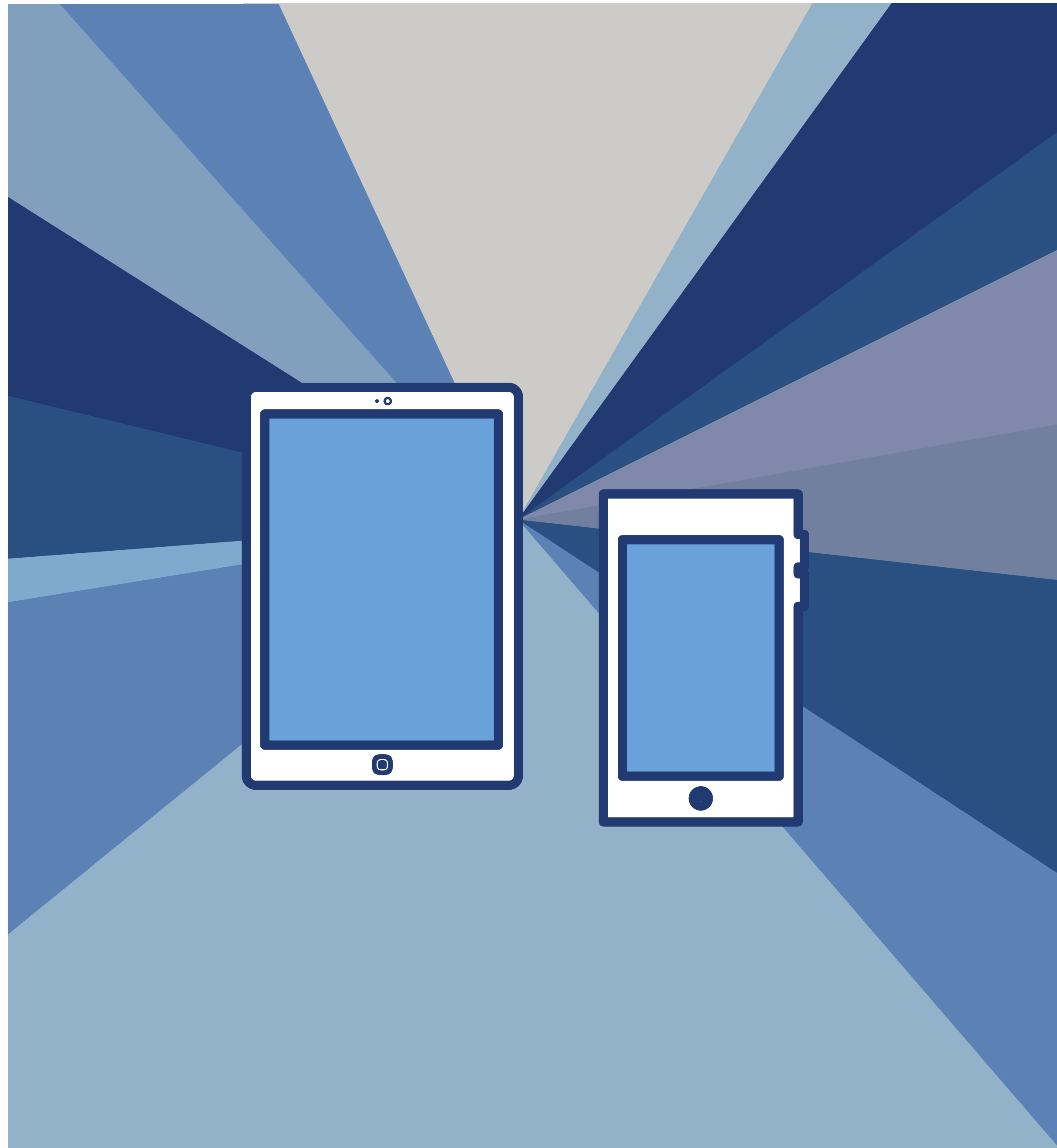
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What is Blue Light?

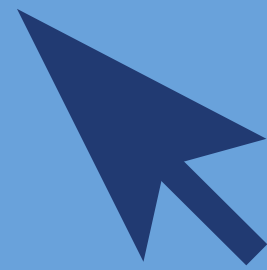
It is the light emitted by the latest generation screens; HEV (High Energy Visible) light.

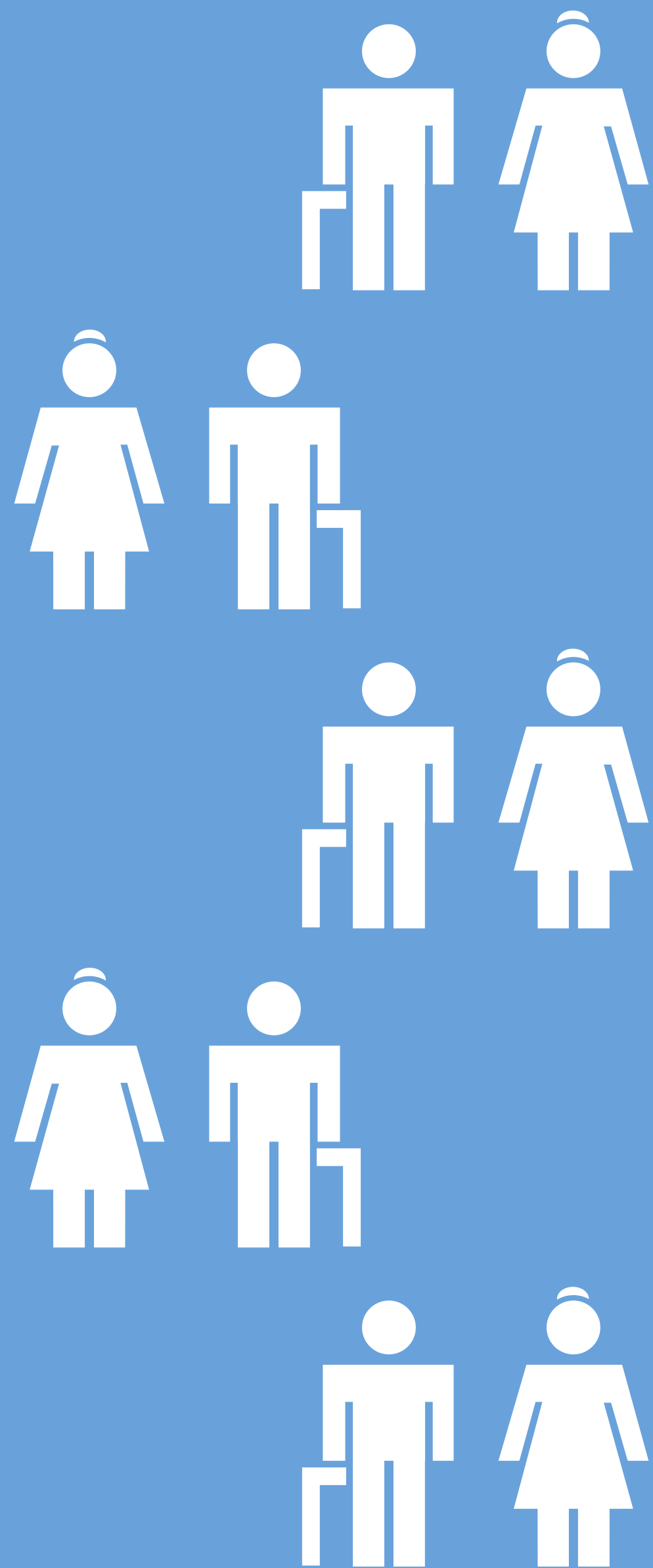


Who does
Blue Light
affect?
—

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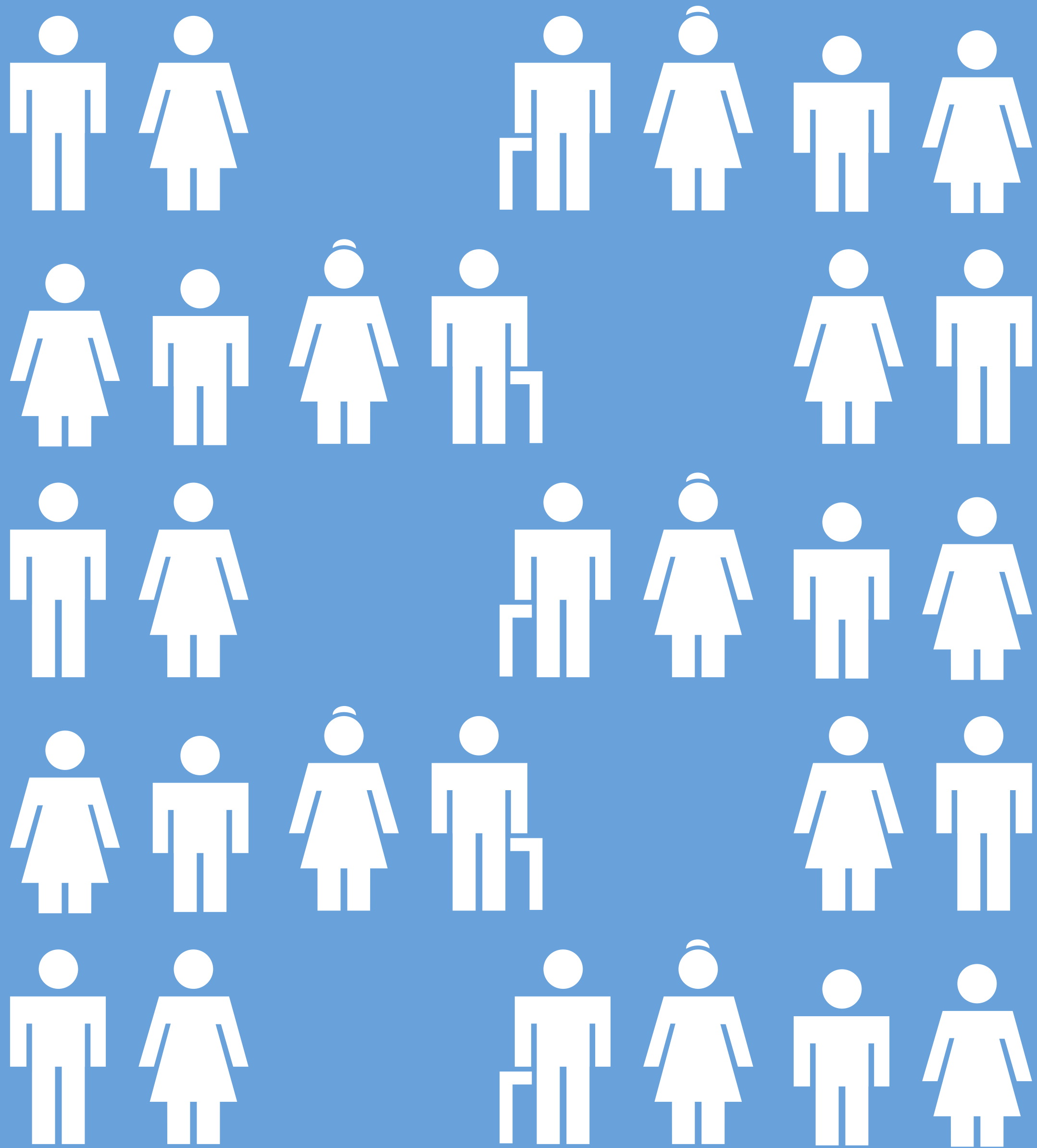


Individuals of all ages and backgrounds are susceptible to digital eye strain,

grandparents

young adults

children and teens

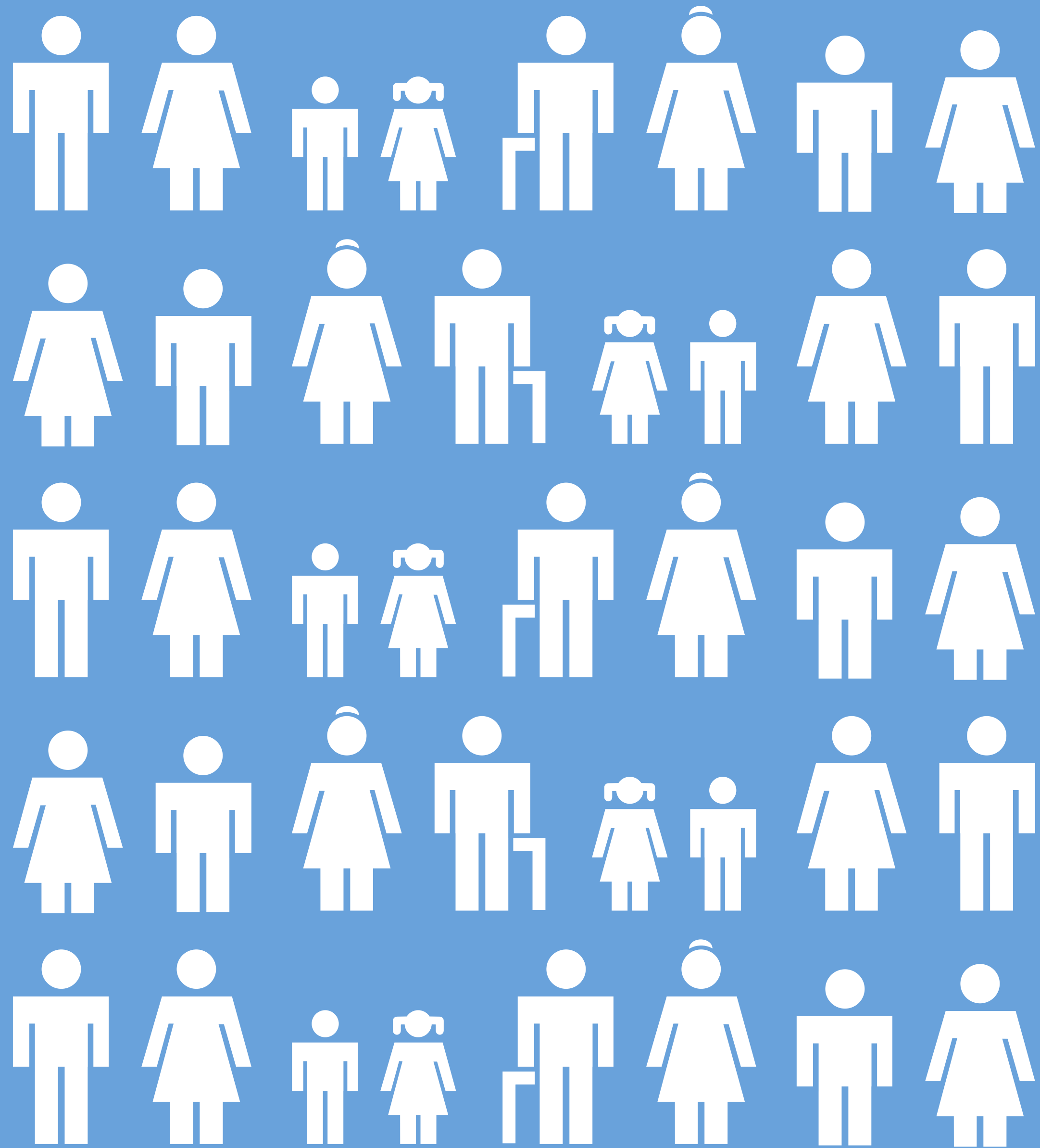


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but every
generation has
their own unique
habits





30%

Nearly one-third of adults

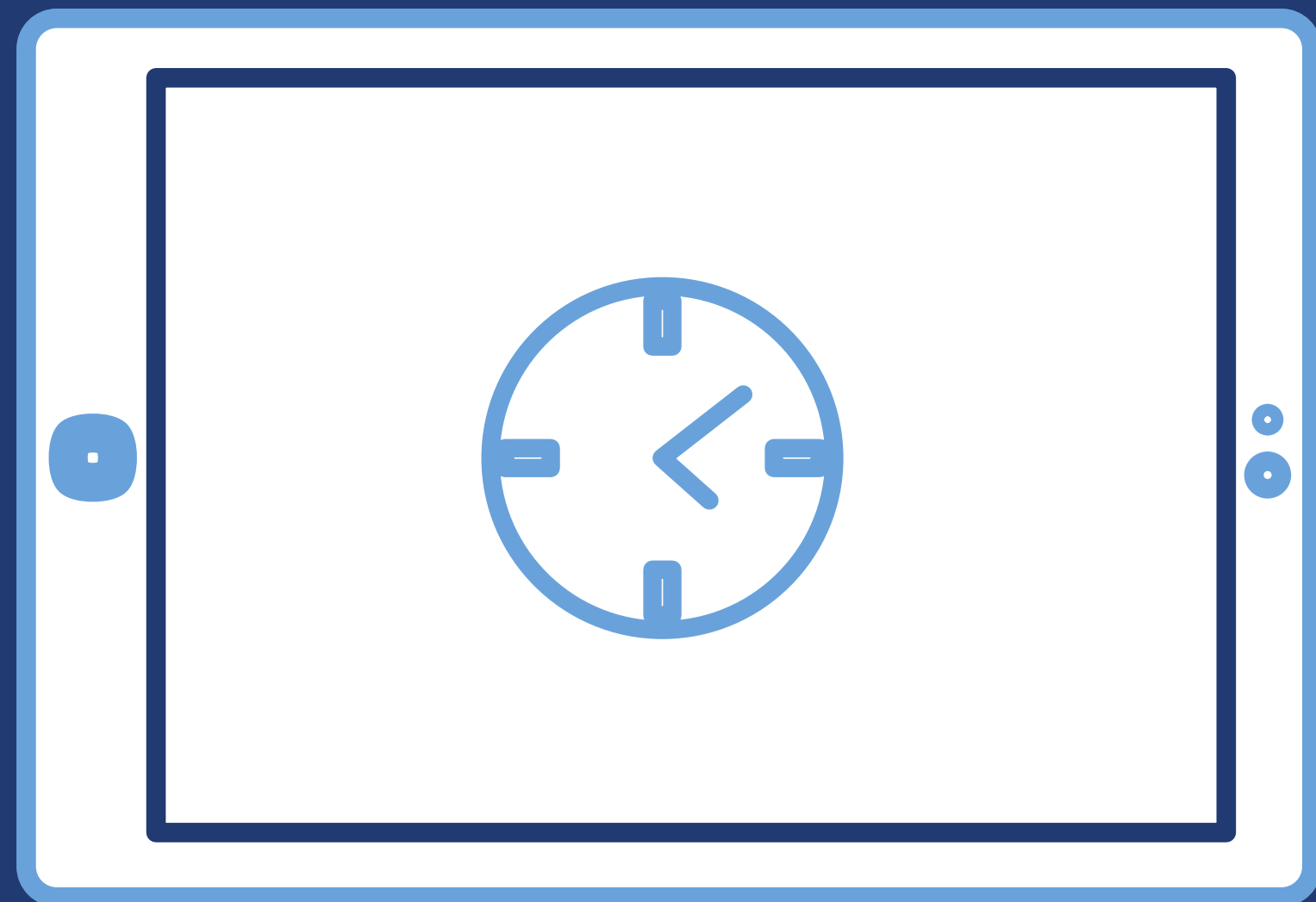
**spend more than half their
waking hours (+9)
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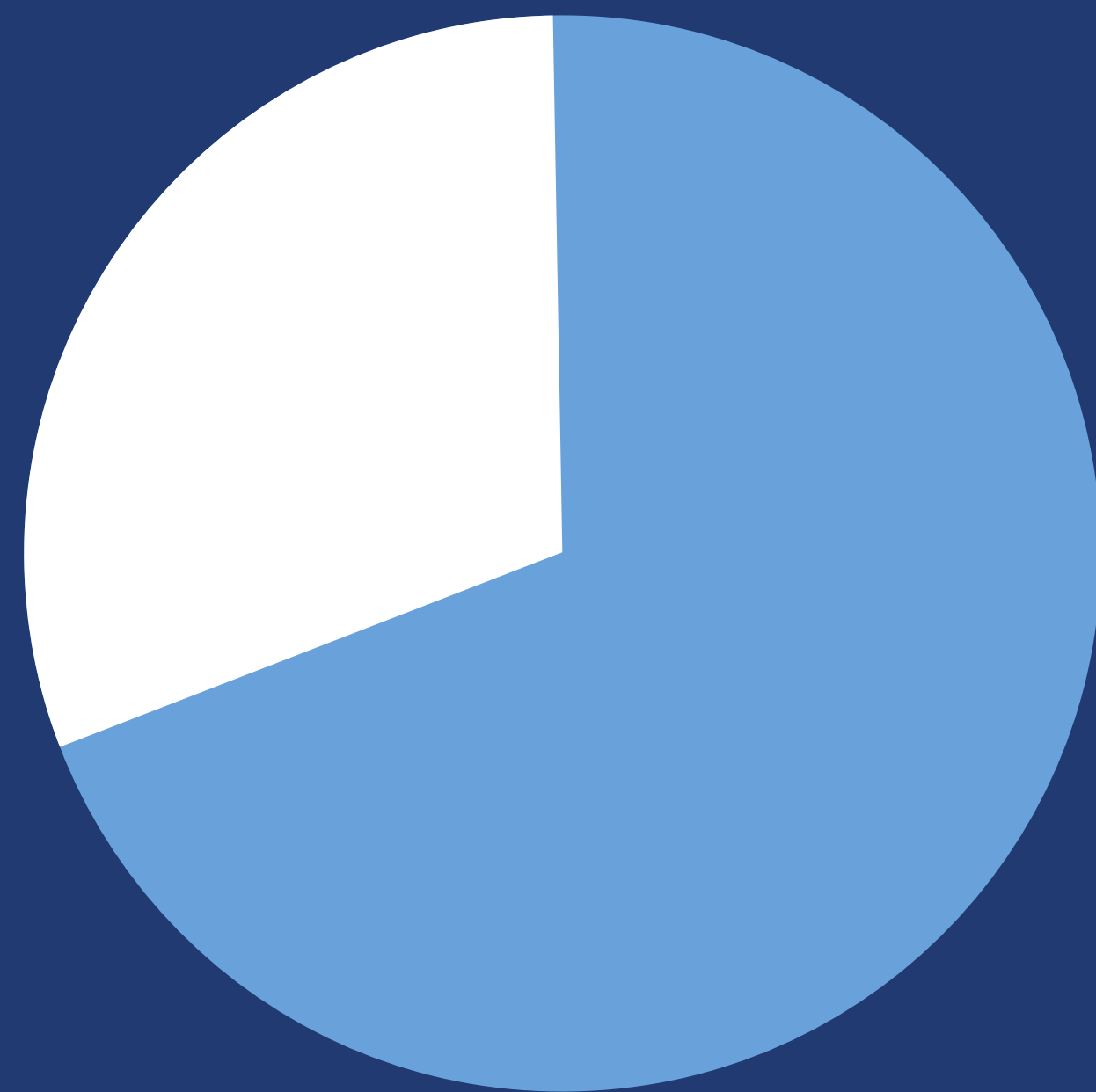
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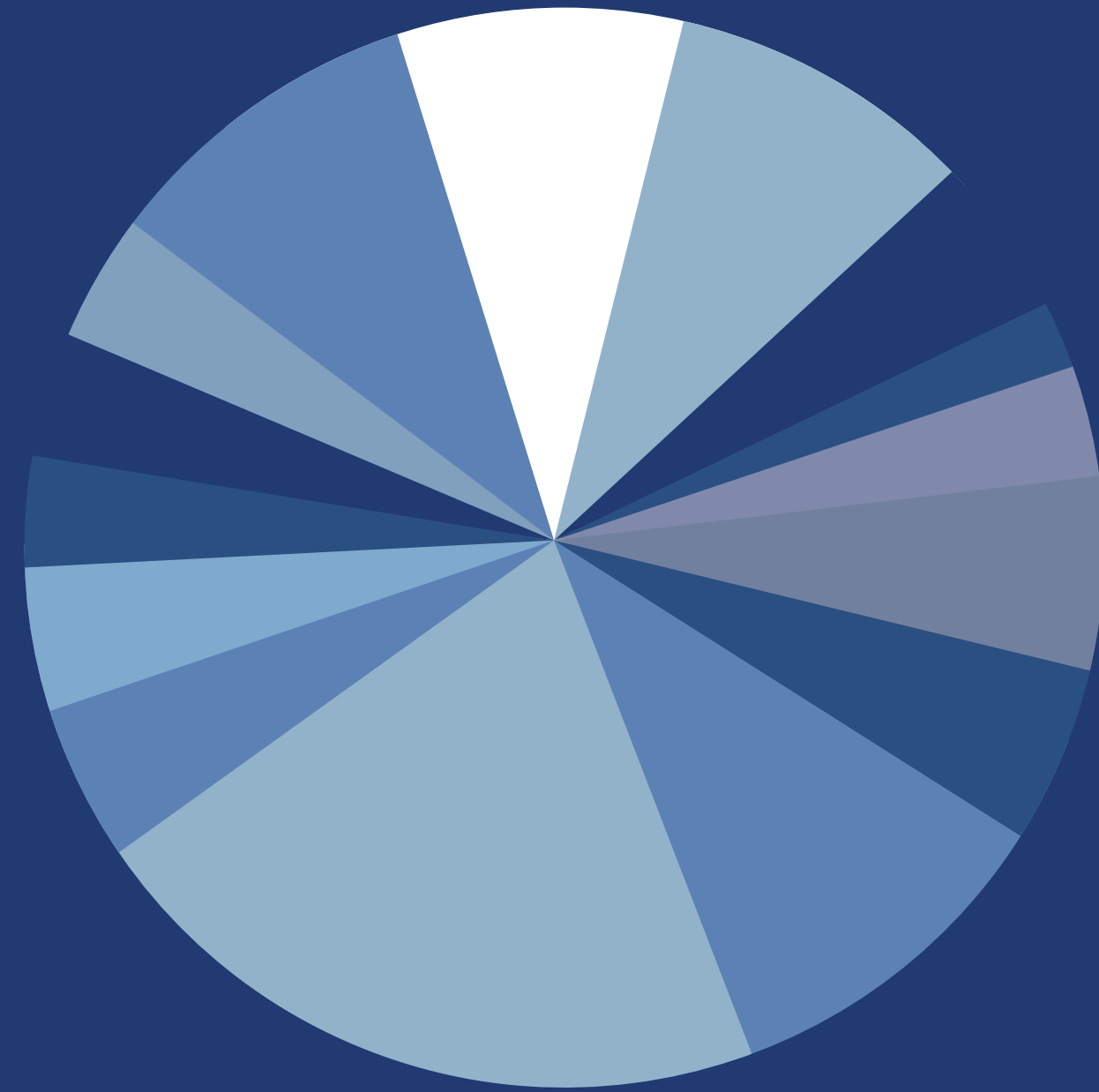
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of adults

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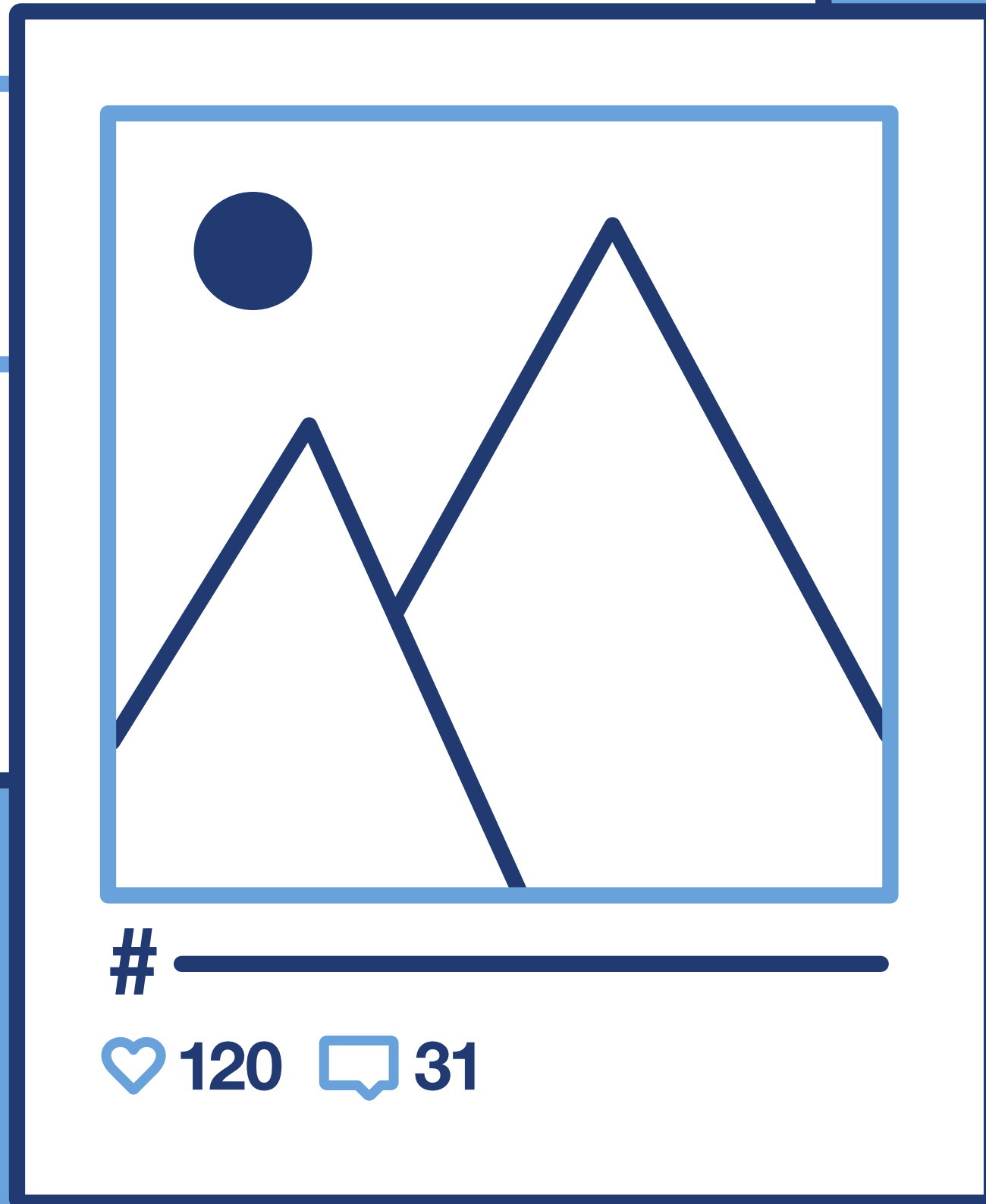
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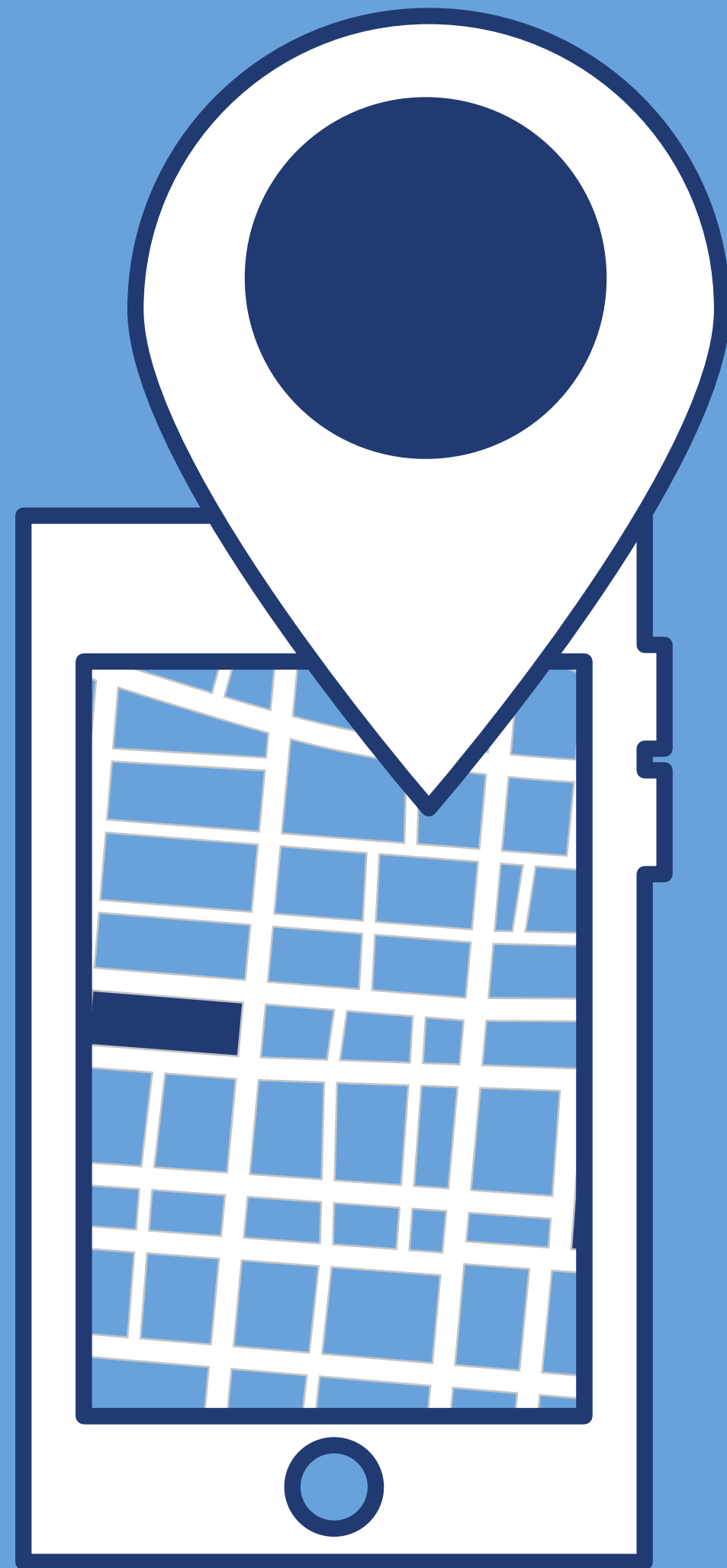
are unaware of the potential dangers of blue light to eyes.

**Each day, more people
are becoming digitalized;**

**with more of our hobbies
and activities moving online**

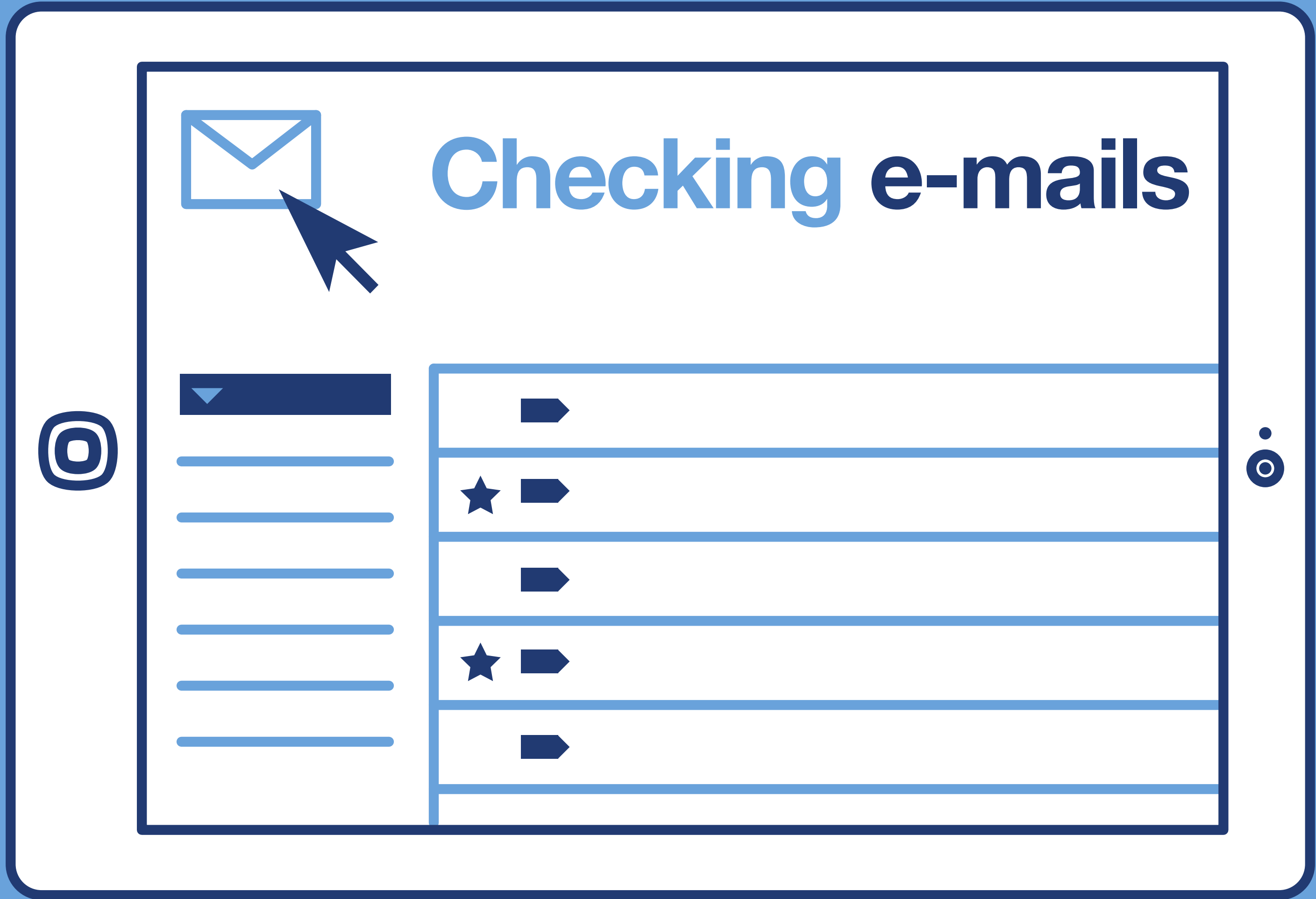






**Using
smartphones
to get directions**



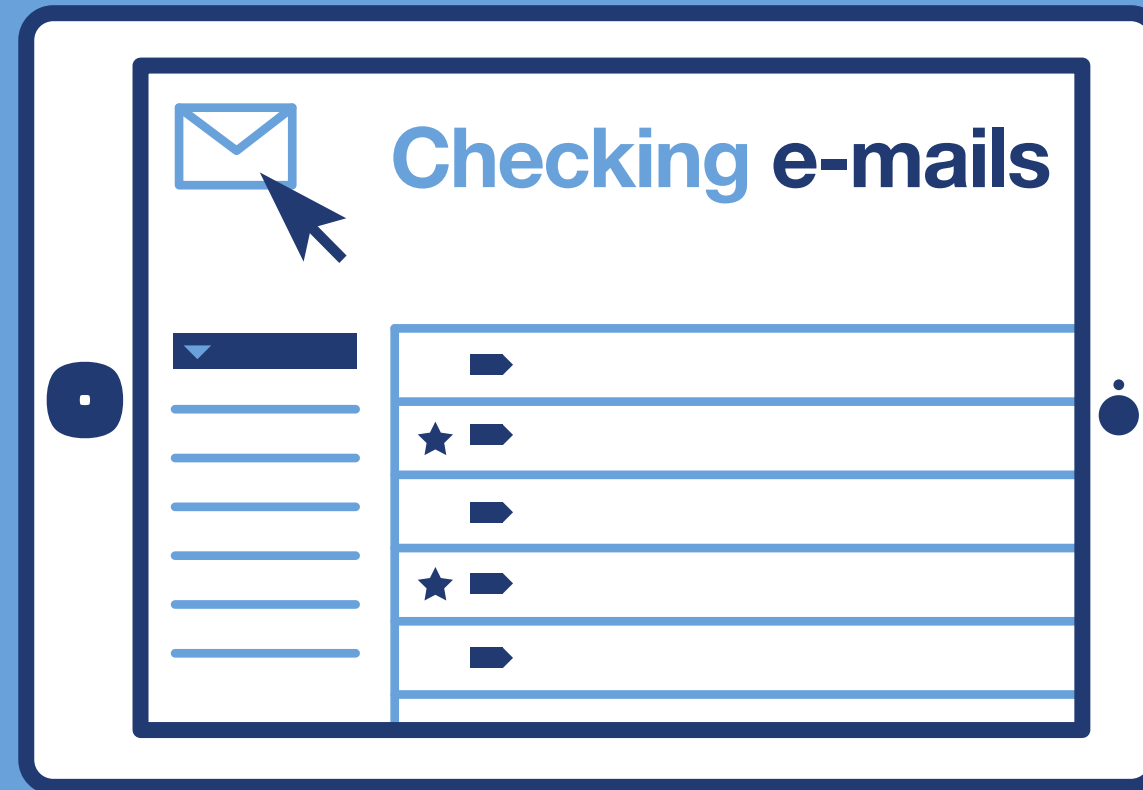


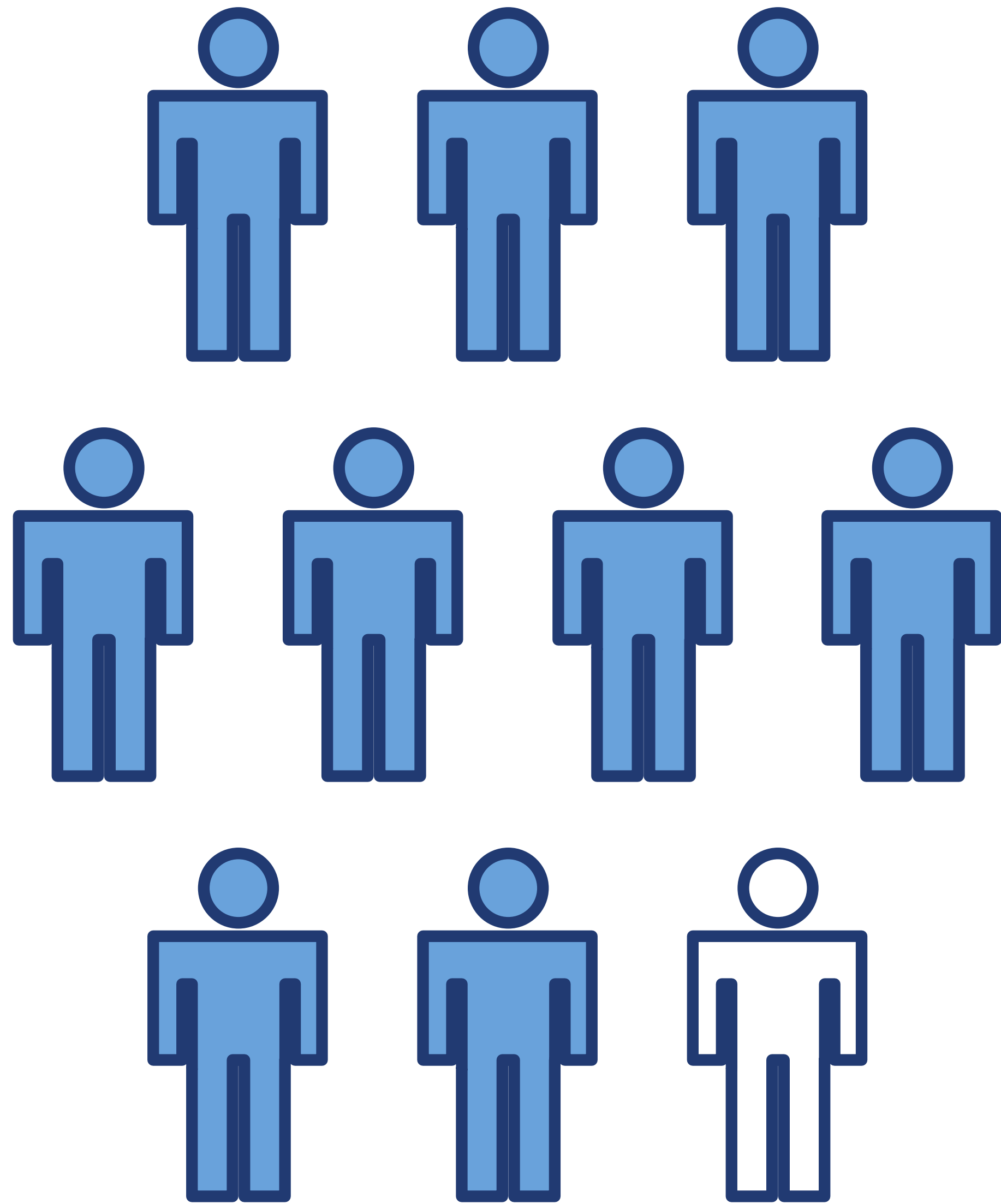


Shopping
online



**Using
smartphones**
as an alarm clock or
to check the weather





According to the Vision Council

**9 out of 10 people
with digital eye strain**

**use devices for two
or more hours each day.**



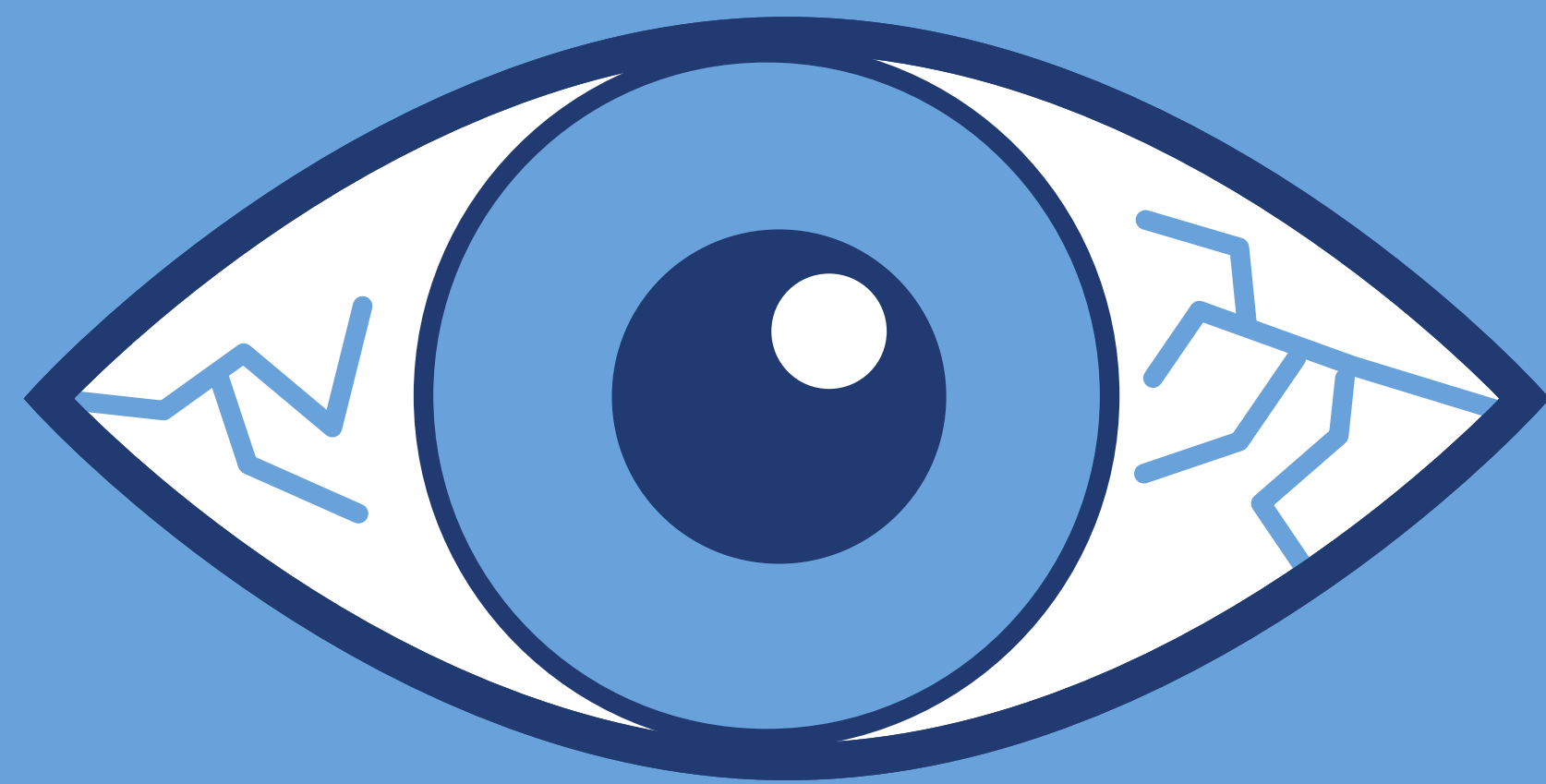
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Symptoms of excessive use of digital devices

Source: Vision Council 2015

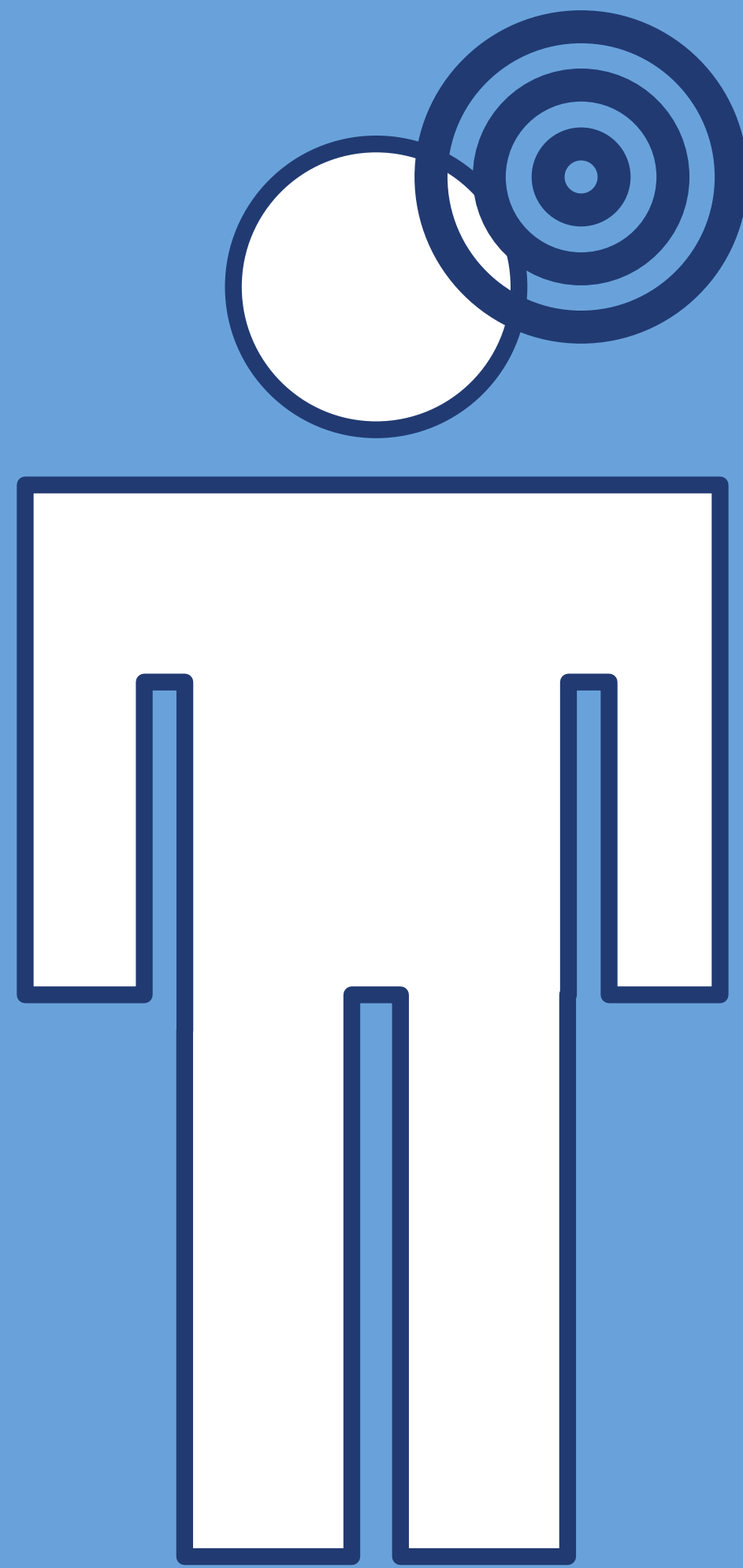


Eye strain, redness, irritation or dry eyes

from staring at the bright
backlight of screens for long
periods; also reduced blinking

General fatigue!

from staring
at screens
and straining
to see small
fonts and
images



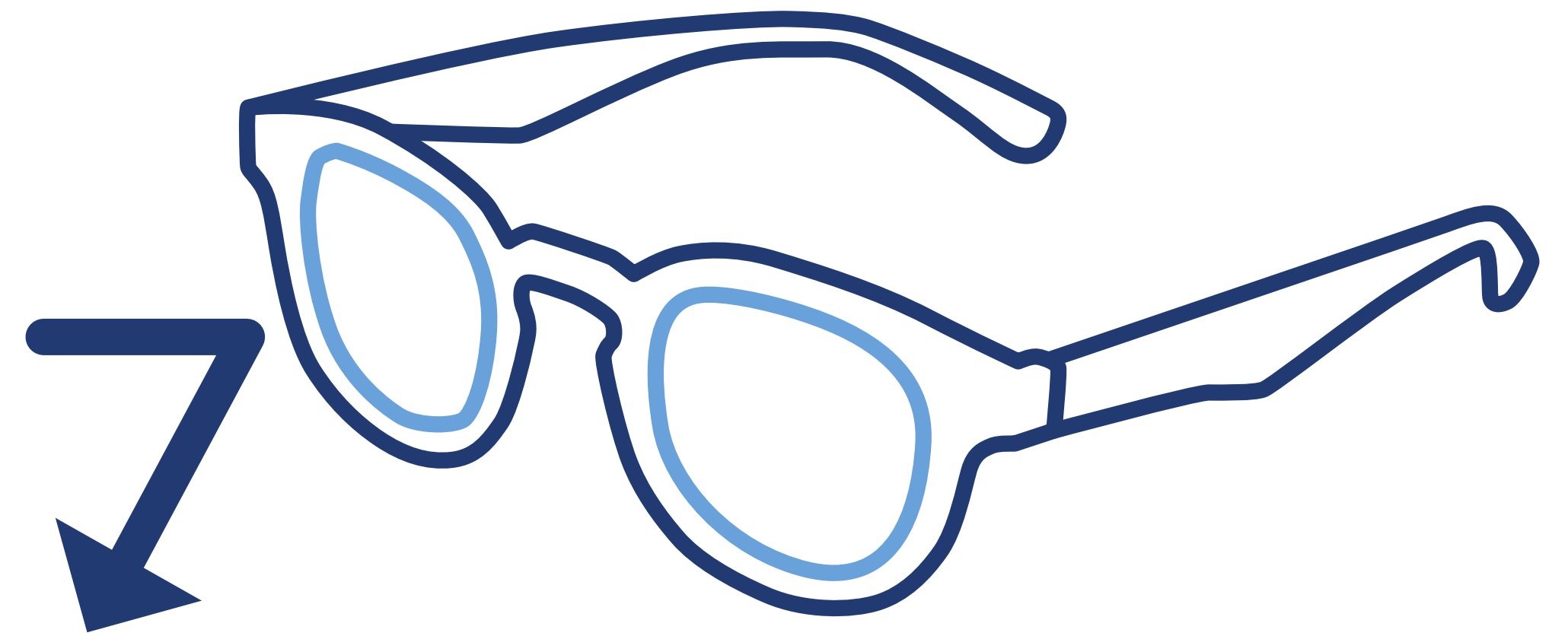
Headache

from repeated eye strain

 **B+D latest development**

**A brand new
development which**

Reduces the transmittance of blue light emitted by digital devices.





bplused.com