

# Skin and eye specialists are joining together to help Canadians protect their eyes from the sun

OTTAWA, ON - The Canadian Dermatology Association (CDA) and the Canadian Ophthalmological Society (COS) have partnered to develop a standard for UV protection of non-prescription sunglasses. The standard verifies the level of UV protection offered by sunglasses, so consumers can be properly informed when purchasing a pair of eyeglasses.

Until now, makers of eyewear have displayed a tiny oval sticker in one corner of the lenses to announce claims such as "100% UV protection". But there has been no independent, third-party program to verify that labelled claims are truthful or accurate.

The Eye Sun Protection Program is much like the CDA's Sun Protection Program, which allows certain sunscreen products to sport the CDA recognition logo if they meet UV protection standards set by its expert panel of dermatologists. The eyewear program is on a voluntary basis, whereby manufacturers can license the logo and submit their product, along with evidence, for review to assess if it in fact offers the UV protection claimed. If a product meets the Eye Sun Protection standard, it can display the unique logo that assures consumers that it has been vetted by medical experts.

The Eye Sun Protection Program is the first program developed by a committee of knowledgeable ophthalmologists and the Canadian Dermatology Association.

## **How UV Exposure Affects Eye Health**

"When people think of sun protection, the first—and often only—thing that comes to mind is their skin. But many Canadians aren't aware that the eyes are also vulnerable to UV damage...," says Dr. Mariusz Sapijaszko, CDA President. In addition to protecting the eyes, protective eyewear also shields the delicate skin around the eye.

Brief excessive exposure to UV light, like taking in a baseball game or a day at the beach without adequate eye protection, can produce a burn on the eye's surface—much like sunburn affects skin.

The new Eye Sun Protection Program is just one way in which the CDA is helping to promote sun safety for all Canadians.

#### Sun Awareness Week

The Canadian Dermatology Association has organized the nation-wide early summer Sun Awareness Week since 1989. The aim is to educate Canadians about the dangers of too much sun and to help stop the rising incidence of skin cancer in Canada. This year's Sun Awareness Week is Monday, June 5 to Sunday, June 11, and involves a number of events and activities across Canada.

### About the CDA

The Canadian Dermatology Association, founded in 1925, represents Canadian dermatologists. The association provides easy access to the largest, most reliable source of medical knowledge on dermatology. CDA exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails. By doing so, CDA informs and empowers both medical professionals and the Canadian public. To learn more about what the work CDA does visit <a href="http://www.dermatology.ca">http://www.dermatology.ca</a> or join the conversation on <a href="http://www.Twitter.com/CdnDermatology">http://www.Twitter.com/CdnDermatology</a> or <a href="http://www.Facebook.com/CdnDermatology">www.Facebook.com/CdnDermatology</a>.

### **CONTACT INFORMATION**

## For further information please contact:

Nimmi Lawrence, Coordinator, Marketing Communications Office: 613-738-1748 x 228 nlawrence@dermatology.ca

Suzanne Joyal, Senior Marketing Strategist Office: 613-738-1748 x 222

sjoyal@dermatology.ca