

# We are living in a digital world...

% of Australians that own a digital device

SMARTPHONE 79%

LAPTOP 77%

TABLET 59%

Average amount of times we look at our phones everyday...

18-24 year old

56

35-44

27

45-54

17

25-34 year old

43

Source: Deloitte Mobile Consumer Survey 2015



The ultimate protection for a digital lifestyle



CR SURFACING  
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# What is Blue Light?

Blue-light emanates naturally from the sun and artificially from LED screens in technology we use every day - phones, computers and televisions.

There are two categories of blue-light, Blue-Violet and Blue-Turquoise.

Blue-Violet is adjacent to UV-light on the spectrum and is harmful whereas Blue-Turquoise is further than UV and is beneficial.

Blue-Violet can cause macular degeneration, tired/dry eyes and insomnia.

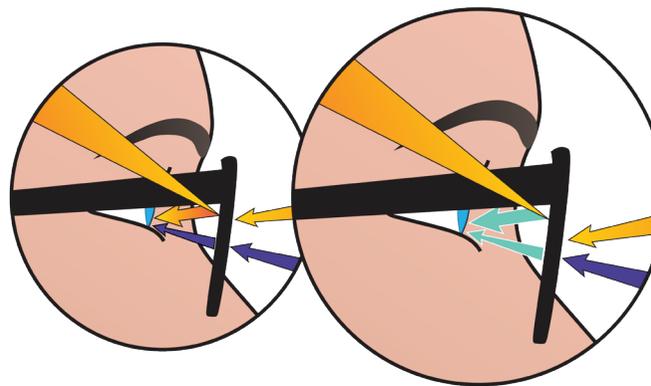
Blue-Turquoise light helps regulate the everyday sleep cycle by stimulating melatonin production.



Satin Blue is created by world class optical technologies that incorporates protective coatings to shield your eyes from harmful blue-light.

Satin Blue protects your eyes by selectively filtering light, to comfort your eyes whilst looking at a screen and still providing excellent clarity.

The back surface of the lens is coated with Satin UV, blocking UV light from entering. This gives you total protection against harmful light.



Without Satin Blue protection harmful blue-light & UV is able to enter the eye

With  protection, blue-light is filtered and UV is blocked, allowing only useful blue-light from entering the eye

## FAQs

### Will Satin Blue benefit me?

Today we rely heavily on technology and digital devices. As blue-light emanates from LED screens in phones, computers, televisions, lights etc. a Satin Blue coating is most certainly beneficial.



### Is the lens coating noticeably blue?

By adding a green Satin UV coat on the back of the lens, it has made the blue coating less visible and clearer compared to 'traditional' blue-light blocking lenses.

### Why is blue-light so bad for our eyes?

Blue-Violet light is adjacent to UV light on the light spectrum scale and penetrates the eye deeply, causing harm to eye health. Exposure to blue-light is on the rise due to more people using LED screen technology everyday.

### I only work in front of a computer for short periods of time. Would you still recommend I have the coating on my lenses?

We recommend Satin Blue for everyone, even if you do not sit in front of a computer each day. Not only does blue-light emanate from computers, but mobile phones, televisions, LED lighting and the sun. Adding a Satin Blue coating to your lenses can stop the feeling of tired, sore and dry eyes at the end of the working day.