

For Immediate Release

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**EYEGLOSS WORLD AND THE LASIK VISION INSTITUTE TEAM TO
PROMOTE HEALTHY, HAPPY EYES WITH TOP TEN TIPS FOR EYE CARE**

LAKE WORTH, Fla., Mar. 31, 2008 – With the snow melting and the first signs of spring emerging comes the inevitability of watery, itchy, red eyes for those who suffer from increased levels of pollen and other irritants in the air. To help reduce the impact of the change of seasons on your eyes, [Eyeglass World](#) has teamed up with [The LASIK Vision Institute](#) to offer tips on getting your eyes through this time of year:

- ◆ Vitamin A is essential for eye health, so try to work extra amounts into your diet. Some great sources for Vitamin A are carrots, cod liver oil, mangoes, cantaloupes, sweet potatoes, kale, sweet red peppers, beef liver and butternut squash.
- ◆ Take it easy and be sure to get plenty of sleep – 8-10 hours per day if possible. Sleep gives your eyes an opportunity to re-hydrate and help them work more efficiently.
- ◆ Exercise regularly to improve blood circulation. Increased flow of oxygen-rich blood to the eyes decreases susceptibility to dryness and irritation.
- ◆ Stay well hydrated by drinking at least eight 8-ounce glasses of water every day, not only to cut down on dryness but also to reduce signs of puffiness around the eyes.
- ◆ Avoid rubbing your eyes, and try to concentrate on blinking regularly to refresh and hydrate the eyes. This is especially important if you sit for long periods of time looking at a computer screen or watching TV. If your computer screen is too bright, get an anti-glare radiation filter to better protect your eyes.
- ◆ If you're looking for a natural, mild cleanser and refreshment for your eyes, dip a cotton ball in milk and swipe it across your eyelids. The calming, soothing qualities we associate with drinking milk apply to the delicate skin that surrounds the eyes as well.
- ◆ Invest in a good pair of sunglasses. To best protect your eyes, look for sunglasses that provide at least 98 percent protection from both UVA and UVB rays. Some of the higher-priced products with polycarbonate, glass or plastic (CR-39) lenses claim to block 100 percent of UV rays.

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- ◆ Try to avoid driving with your car windows down or any other situation where you're subjecting your eyes to strong winds, causing them to dry out and also to come in contact with higher levels of potential allergens.
- ◆ Spring is here, so schedule your spring-cleaning. Reducing the amount of dust, dust mites, animal dander and other allergens in your home will give you an allergy-free haven on particularly pollen-heavy days outside.
- ◆ Schedule your annual eye exam in the springtime to have the opportunity to discuss issues you may be having with your eye care professional who will be able to offer you the latest prescription and over-the-counter remedies to help you and your eyes feel better during allergy season.

The LASIK Vision Institute provides laser vision correction services through the company's 31 upscale laser correction centers located in 23 states across the country. The LASIK Vision Institute uses CustomVue by VISX Technology, the latest state-of-the-art FDA-approved laser technology, in each of its centers. Procedures are performed by experienced independent eye surgeons who have collectively completed more than 650,000 eye surgeries. Pre and postoperative visits, along with patient counseling, are available at all locations. Unlike other eye surgery providers, The LASIK Vision Institute owns its laser equipment and can offer consumers pricing significantly below other providers while maintaining a high standard of service from the best quality physicians. More information is available at www.lasikvisioninstitute.com.

Eyeglass World is a leading retailer of eyewear, offering consumers the best quality, most current and fashionable brand names, finest service and a large selection in a professional superstore environment. Eyeglass World has 66 stores in 23 states across the country that offer a wide selection of more than 2,000 name brand frames from top designers such as Nike, Gucci, Donna Karan and Calvin Klein. In many locations, Eyeglass World's on-site labs can manufacture any prescription in as fast as one hour. Eyeglass World also offers top brands of contact lenses, such as ACUVUE and CIBA Vision, as well as an assortment of sunglasses. As one of the country's largest eyewear retailers, Eyeglass World has strong buying power that enables it to offer consumers the best quality eyewear at great prices. Eyeglass World accepts most insurance plans, with frequent promotions making vision care even more affordable. More information is available at www.eyeglassworld.com.