



# IDOL EYES AUSTRALIA

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## **Critical points to look for when buying baby / toddler sunglasses.**

Because eyesight is important.

\*Never buy the following:

- *toy sunglasses*, as they have no UV light protection and they can cause serious eye damage.
- *CAT #4 sunglasses*, for general purpose use, these lenses are designed for skiing and should have side shields at least as dark as the lenses otherwise they can cause serious eye damage. (UV light will enter the open pupil from around the side). Many European sunglasses with CAT #4 lenses don't have side shields due to an error in the EU standard.

### **1) Labelling.**

Make sure the sunglasses you buy are correctly labelled for your country. It is **compulsory** for labelling to be affixed to the sunglasses when being sold. So, if there is no label with the following standard number and category or CAT # on it just don't buy them.

The three main world sunglasses standards are:

- AUS/NZ - AS/NZS 1067.1:2016
- EU - EN ISO 12312-1:2013+A1:2015
- USA- ANSI Z80.3:2015

Our recommendation - when possible buy only the AUS/NZ - AS/NZS 1067.1:2016 with 100% UV protection. The best standard available. Why, because both the EU and USA standards both classify UV light from 200nm up to 380nm not 400nm. This means they neglect UV light between 380 - 400nm, this missing 20nm is 40% of the total UV light. So, when they claim 100% UV protection they mean 60% UV protection. Not good enough for babies or kids.

### **2) Lenses.**

Lenses come in a vast array of materials and colours that pass the above standards but they are not all equal. Choose lenses that cut 100% UV (ultra-violet light), that means UVA, UVB and UVC. Please check because lenses that pass the above standards don't have to cut 100% UV and babies require total protection as they have no chromophores in the eyes that protectively absorbs UV rays.

Also 10% of boys and 2% of girls are colour blind so lens colour is critical at an early age and the lens colour that is best suited for clarity, no colour distortion and maximum glare reduction is G-15, meaning a neutral green lens with 15% visible light transmission which is a category #3 lens. Please don't buy bright coloured lenses (pink, blue, yellow etc.) and no categories #0, #1 or #2 lenses as they provide limited glare reduction. Avoid category #4 lenses, see note above.



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### **Common lenses to avoid:**

Acrylic lenses – are very soft and break / scratch easy. (Once scratched should not be worn as they distort vision and wear out the babies eye muscle (ciliary muscle) trying to focus through the scratch).

TAC lenses (Tri Acetate Cellulose) – usually used in conjunction with a polarizing filter. Note, these lenses are very thin and distort out of shape and scratch easy.

Glass lenses – can make great sunglass lenses just not for babies or toddlers due to breakage.

### **Preferred lenses:**

Polycarbonate (PC) lenses – Are up to 10 times more impact-resistant than plastic or glass lenses. Are light weight, (comfortable) and scratch resistant. \*Should be at approximately 1.7 mm thick to avoid distortion and breakage.

Trivex lenses – like PC lenses but not as widely available.

Polycarbonate (PC) Polarized lenses – Are up to 10 times more impact-resistant than plastic or glass lenses and being polarized eliminate all white reflected light, giving ultimate crisp clear vision. Thickness \*Should be at approximately 2 mm thick to avoid distortion and breakage.

### **3) Frames.**

Frames should be made from soft, flexible and unbreakable materials and are just as important as the lenses. Rubber like materials are perfect as they don't break or feel uncomfortable, leaving pressure marks on the bridge or face. Also, ideally for babies they should have a headband to hold them in place and nothing works better than an adjustable neoprene headband with a wide back for comfort. Note that the headband should be adjustable at the side for ease and comfort when the baby is lying down. One extra benefit of soft rubber frames with a headband is that they do contour to the shape of the baby's head eliminating any gaps between the sunglass frame and the baby's face eliminating any UV light from entering the eyes. Remember babies have no chromophores to protect their eyes.

### **4) Guarantee & Price.**

Unfortunately, people have learnt to accept that sunglasses break easily and that is just wrong. If they break it is usually because they have been incorrectly designed or made of inferior materials to reduce price and or increase profits. You will notice that most sunglasses have no guarantee, the manufacturer knows they will break. Some have a limited 12 months guarantee, so quality should be a little better. Try looking for a full 3-year guarantee, that will not be easy to find, and we only know of one company offering this, yes "Idol Eyes Australia".

Prices on good quality baby sunglasses should always be affordable.



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### 5) The easy way to buy.

If that is all too difficult to remember and you only want the best quality sunglasses for your baby or toddler that are also affordable then just read the following and buy "Baby Wrapz" or "Baby Wrapz 2".

### From the makers of the world's first baby sunglasses in 1987 - "Baby Wrapz"

**Baby Wrapz** - These sunglasses are made with love and care. The soft rubber frame is comfortable and unbreakable while the headband keeps them in place and makes them float. We use only the very best polycarbonate (PC) lenses with CAT #3, G-15 lens colour for 100% UV protection and maximum impact resistance.

### The all new ultimate convertible baby sunglasses - "Baby Wrapz 2"

**Baby Wrapz 2** - The world's first convertible baby's sunglasses allowing easy tool free conversion from headband to temple tips (arms) with our unique quick clip system. With a soft rubber frame and temples that are virtually unbreakable and extra comfortable. We use only the very best polycarbonate (PC) lenses with CAT #3, G-15 lens colour for 100% UV protection and maximum impact resistance. Now with 2 neoprene headbands, standard fits (0 to 2 yr.) and new extra-long headbands for older toddlers (2 to 5 yr.). Including adjustable "Earlocks", so even the temples are adjustable. All this and a microfibre case to help clean and protect the sunnies. And don't forget our legendary 3-year guarantee.

