



SOUND INSIGHT

WINTER EYE CARE

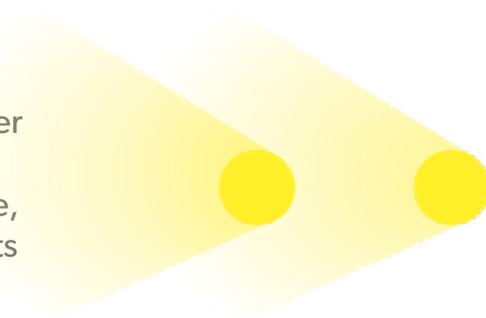
As the winter months draw in, fog, ice and low sun are just some of the challenges and hazards we face when driving, especially if you wear glasses.

In this Winter Special edition of Sound Insight, we offer tips on how to 'prepare for the glare' and get your eyes winter ready.

In a recent survey, **87% of our customers said they don't give their eyesight an MOT ahead of winter driving**, despite almost half saying they try to drive less during the winter months.



Our winter driving survey also showed that **67% admitted to getting dazzled by headlights**, with two-thirds showing a preference to driving in daylight and the brighter Spring /Summer months. This is backed by an RAC survey that found an estimated 16.1m drivers in the UK experience some form of headlight dazzle, with 91% of motorists saying they find at least some car headlights too bright. About six in ten drivers say they are unable to tell if headlights are dipped or on full beam.



When it comes to the weather, fog is number one on our list of most stressful weather conditions to drive in, closely followed by low sun and ice, with rain coming in as least difficult.



1. Fog



2. Low sun



3. Ice



4. The dark



5. Rain

And when asked, **60% of respondents weren't aware of driving lenses, yet 73% would consider wearing them** to help them see better while driving.

SCRIVENS OPTOMETRIST SAYS:

"January is the worst month for car accidents as winter weather sets in causing treacherous road conditions. We recommend drivers 'prepare for the glare' and get their eyes tested, in the same way they get their cars winter ready. There are even specific driving lenses that can help people see better in low light conditions and minimise the dazzle of car headlights."



TOP WINTER DRIVING TIPS FOR GLASSES WEARERS

Headlight dazzle

With shorter days, we spend more time in winter driving in the dark. The glare from oncoming traffic can intensify the problems for glasses wearers, who can become dazzled by the brightness. To reduce the dazzle we suggest:



1. Purchase driving lenses that partially reflect specific light wavelengths responsible for glare. ZEISS DriveSafe lenses, for example, reduce up to 64% of perceived glare.
2. Clean your lenses with a specialist glasses lens cloth before you head out for a drive. Smudges and fingerprints can increase headlight glare.

Sun dazzle

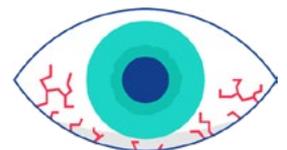
You can't beat a bright, crisp, winter's day. But during winter, the sun is much lower in the sky than at any other time of year and it can pose some risks to drivers, especially those who wear glasses. Here's how to prepare for the glare of the low sun:



1. Keep a spare pair of sunglasses in the glove box of your car to wear on bright and sunny days
2. If you wear glasses, choose prescription sunglasses for driving with polarised lenses for optimal protection from the sun. You could also try XTRActive transitions lenses which activate with sunlight even when you're behind the windscreen; making driving in the sun more comfortable.
3. Keep your windscreen clean and smear free as a dirty windscreen can increase glare from the sun

Tired Eyes

It's easy for your eyes to become weary when driving in the dark, especially if you wear glasses. To reduce the effect of eye fatigue when driving, try these tips:



1. Rather than stare at a fixed point on the road ahead, keep your eyes moving and looking at different points of the road. This movement will help to refresh your eyes and keep you alert
2. Replace your glasses if they are scratched or damaged
3. If it's a long journey, make sure you take regular breaks
4. Consider driving lenses that are designed to take the strain and improve vision for night driving

Regular Eye Tests

It is recommended that eye tests are taken at least every 2 years to keep on top of eye health. This is especially important if you wear glasses when driving, as eyesight tends to deteriorate slowly over time, so changes can be more difficult to notice on a day-to-day basis.



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To help nervous drivers, we have launched our Winter Eye Care Hub

including an interactive quiz to see if you are 'prepared for the glare'. To find out more, visit www.scrivens.com/wintereyecare

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Research by Scrivens Opticians & Hearing Care