



When the sun shines, we all feel great. But do you have the best protection against the sun's harmful rays? **Leslie Nortey at Ivan R Cammack Optometrists** is your guide to the best frames and lenses (especially if you enjoy sport).



Fun in the sun

Exposure to sunlight is thought to increase the brain's release of a hormone called serotonin. Serotonin is associated with boosting mood.

No wonder we feel invigorated and are so keen to get outside and enjoy the countryside or the beach. Summertime

in particular is a time for long walks, bike rides, games of tennis, cricket, and all forms of outdoor leisure.

So let's get out and play.

But let's play in style, with amazing vision and effective protection from the sun's harmful rays.

"We need to protect our eyes from UV" says Leslie Nortey, Dispensing Optician specialising in Sports Eyewear at Ivan Cammack, "And we have awesome ranges of prescription and non-prescription Sports Sunglasses that are perfect for running, cycling, golf and everyday outdoor leisure."

"If we filter out the UV and the highly energetic visible (HEV) light at the 'blue end of the light spectrum' then the risk of damage to our eyes and our eyelids is significantly reduced. And the way we see the sun-drenched world can be dramatically enhanced."

Maui Jim are a particular favourite brand. The harsh glare of the Hawaiian sun is what inspired Maui Jim to design a lens that not only shields the eye, but also improves the colour, clarity, and detail of the world around.

"We love them for many reasons", Leslie adds "but the three things that set them apart from all the rest are their patented technological advances, the unique protection they provide, and the mahalo spirit of the company!"





Maui Jim sunglasses allow you to see colour in ways you have never seen before, thanks to their patented PolarizedPlus2 technology. Their unique formula of digital polarization enhances colour in bright conditions, leaving you with a crisper and more vibrant visual world.

Not only is their polarization second to none, but Maui Jim shades also offer the best possible visual acuity in their impact resistant, scratch proof, and smudge proof MauiPure LT and MauiBrilliant lenses . With eleven

different lens colours for different sunlight conditions, there is something for everyone - the fashion forward sunshine shade wearer, drivers that want higher contrast vision on cloudy days, and both professional and amateur athletes who want to add clarity and performance to their favoured sport.

PolarizedPlus2 is the ultimate in eyewear protection: it wipes out glare, 100% of harmful UV and HEV rays. With their maximum glare protection and polarization, Maui Jim lenses help mediate sunlight's effect on the



eyes and help you see clearly during dangerously bright conditions.

The message from Leslie is to get outside and enjoy these warm sunny days ahead. With the reassurance that your vision is both enhanced and protected. From **June 1st**, you can book to see Leslie for a consultation. He will explore the needs of your specific sporting activity and offer advice on the ideal product to meet those needs.

Register your interest, by contacting Ivan R Cammack on **01844 212048** or online at www.ivancammack.com

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