

APRIL SHOWERS...

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4 Ways You can help Save the Planet:

- 1) **Buy Recycled:** support sellers of quality recycled product, like ECO.
- 2) **Reduce Consumables:** When you can, use items that aren't landfill fillers.
- 3) **Re-Use:** Repurpose items: say a glasses case into a fashionable clutch purse.
- 4) **RECYCLE what you use:** Pass down old glasses that no longer function as a back up through donation charities like the Lions Club. Did you know contacts and the containers they are sold in are 100% recyclable and/or biodegradable?

What's it mean for glasses to be "born recycled"?

ECO, an ecologically conscious company, **plants a tree for every frame sold** and the high quality frames are constructed from the remnants of their flagship MODO line. These never worn, "born recycled" goods are making the most of top notch optical innovation.

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...produce a lot of GLARE and slick spots on the roadways.

Every April, we always have an increase in the amount of precipitation in this part of the country and the rain can cause increased accidents because of slick roadways and reduced visual performance due to glare from headlights and darker than normal daytime hours. This year Old Man Winter has provided several days cold enough to produce sleet, snow and freezing rain, surprising those of us expecting to get out and enjoy some spring sports. The Cubs home opener was delayed, multiple events have been cancelled or brought indoors, and golfers are wary of setting a tee time more than a few days in advance. April also has one day we honor our planet: Earth Day. Celebrate Mother Nature; plant a tree this April 22nd and enjoy all that spring has to offer.

High quality opticals can offer a solution to glare produced by all the extra rain. On sunny days, light reflecting off wet pavement is filtered by Polarized Sunglasses, and on dark, dreary days of rain you want a high quality non-glare like that of Crizal Sapphire 360 with UV on your lenses. Eye care that focuses on nutrition can reduce glare by improving the macular pigment in your eyes. As for the cold, do some good for the environment and allow your warm heart to keep the rest of you from freezing.