

## ⇩ MY FIRST SHADES ⇩

The American Academy of Pediatrics (AAP) declares that sunglasses should be worn whenever a child is in the sun long enough to get a sunburn or tan.

My First Shades™ is a leading innovator of 100% UV eye protection for children.

According to the AAP, infants and children under the age of ten may be at increased risk for retinal damage from UV rays, because their still-developing eyes are highly sensitive to sunlight.

Even infants and toddlers should wear sunglasses. Larger lenses, well fitted close to the surface of the eye provide the best protection. The American Optometric Association further recommends polycarbonate construction for its shatterproof quality, and soft temples or bands for comfort and safety.

For this reason we developed our product with "Stay Put Power". "Stay Put Power" is the degree to which sunglasses will stay on your child - protecting his or her eyes from the sun's harmful UV rays.

There are several key elements that go into determining "Stay Put Power" and we have incorporated all of them into the design and manufacturing of our product.

\* **Fit** – Designed to hug the contours of a child's face. Our frames are made to fit the curvature of an average child's forehead, nose-bridge and cheekbones while applying no pressure at the temples. This ensures comfort and safety while minimizing peripheral light.

\* **Comfort** - Designed with soft, stretchy fabric (neoprene) bands that offer a secure fit without tugging. The neoprene is sturdy, washable, waterproof and chew-proof.

\* **Security** – Velcro closure for a secure fit and easy adjustment. These glasses will grow with your child!

\* **Safety** – Shatterproof and impact resistant. Our glasses offer more than just 100% UV protection for your child!

**Visit [MyFirstShades.com](http://MyFirstShades.com) for retail locations near you.**

