

## **Defog It anti fog works with Prevent Blindness America on ideas that save sight**

August 24, 2011 – Valley View, Ohio – More than 700,000 workplace eye injuries occur every year, plus 125,000 at home and 40,000 in sports. That’s the problem that Nanofilm [Defog It anti fog](#) is working to solve with [Prevent Blindness America](#), the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. In an article in the latest issue of *The Prevent Blindness News*, Jodi Groh, Director of Marketing for Defog It, brings the issue directly to eyecare professionals. “Are we [eyecare professionals] doing everything possible to advocate for safety eyewear at work, home and sports?”

The article by Defog It’s Groh, goes on to remind eyecare professionals to employ the Prevent Blindness America “Inquire, Inform, and Introduce” method to bring safety eyewear into every patient discussion. “We should be asking every patient about workplace conditions, sports and other lifestyle factors that could indicate a need for safety glasses or goggles,” said Groh recently.

The article continues with a reminder that there are comfort and convenience factors that sometimes interfere with individuals wearing their safety glasses or goggles, according to research published in *Accident Analysis and Prevention Magazine*.

- Fogging of eyewear is listed as the number one vision-related reason for failure to wear protective eyewear. Groh suggests eyecare professionals recommend an anti fog treatment when dispensing safety eyewear
- Comfort is important. Wearers should try on several styles to be sure they don’t pinch or rub.
- Fashion matters. Users balking at clunky safety eyewear may be more open to the many trendy styles on the market.
- Easy access. Having multiple pairs of safety eyewear, straps, lanyards and cases also help keep eyewear close at hand and in use.

The complete article can be found on the [Defog It website](#). Nanofilm, maker of Defog It, is a member of [Prevent Blindness America](#), a strong supporter of children’s eye safety. The company is committed to supporting the cause with products that make a difference. Rigorous lab testing confirms the real-world high performance of Defog It anti fog. In one test, a lens treated with Defog It was held over constant hot steam for 60 minutes without fog forming. Similar products failed in as little as 5 minutes. In another test, lenses coated with Clarity Defog It were moved between cold and hot environments 100 times without fog forming.

More safety eyewear tips, case studies, videos and other information is available at [www.defogitworks.com](http://www.defogitworks.com) or by calling 1-888-ENDS FOG.

About [Nanofilm](http://www.nanofilmproducts.com) ([www.nanofilmproducts.com](http://www.nanofilmproducts.com)). Founded in 1985, Nanofilm is the maker of Clarity Defog It™ and a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It and other lens care products, as well as nanotechnology-enabled coatings.

About [Prevent Blindness America](http://www.preventblindness.org) ([www.preventblindness.org](http://www.preventblindness.org)) Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year.

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