

SEE SAFE, BE SAFE ON THE SLOPES: 5 VISION SAFETY TIPS

January 12, 2011 – Valley View, Ohio – The nation’s recent snowy winter weather may have had commuters stranded, but ski and snowboard fans are moving fast on the slopes. [Defog It antifog](#) reminds snow sports enthusiasts that the ability to clearly see the trail, hazards and fellow snow-lovers is a critical safety issue and offers a 5-point vision safety checklist.

1. Consider goggles to protect vision. The [National Ski Patrol](#) puts eyewear at the top of their equipment checklist. Goggles are vital for preventing flying snow and ice from obscuring vision during a high-speed descend, and they protect a skier’s eyes from twigs or debris.
2. Think about sunglasses. They offer eye protection similar to goggles and also block the sun’s UV rays that can cause vision damage. Some ski goggles also have UV-blocking coatings on them.
3. Fog-proof your goggles or sunglasses. The changing temperatures and the exertion of snow sports can cause goggles and sunglasses to fog over, and you’re suddenly riding blind. Carry anti-fog in your pocket or gear bag. Clarity Defog It antifog liquid or towelettes can provide all day fog-proofing. They’re safe and effective on all optics. Some goggles have a factory-applied antifog coating. As its effectiveness fades, a product like Defog It can refresh it.
4. Glasses under goggles need antifog, too. If you wear glasses under your goggles, they can steam up even if your goggles are clear. Remember the antifog.
5. Inspect and clean your eyewear when you get back from the mountain. Make sure there aren’t scratches that impair vision and that all straps are secure. Clean the lenses with a professional lens cleaner to assure you have optimum clarity for the next day’s activities. [Clarity Clean It lens cleaner](#) is a high-performance cleaner recommended by many optical professionals.

“In a research study among members of the National Ski Patrol, 88% rated Defog It better than the antifog they currently use, and 9 of 10 would recommend it to a friend,” says John Swett, Vice President of Sales and Marketing for Nanofilm, maker of Defog It.

First used by the military worldwide, Defog It is the proven safety choice in the toughest environments where heat, cold, humidity and exertion cause fogged eyewear. The product is safe and effective on eyeglasses, sunglasses, goggles and faceshields and all optics.

Lab tests confirm the antifog’s high performance. 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.

Defog It is available as a liquid or reusable cloths. More information, pricing and performance videos are available at www.defogitworks.com or by calling 1-888-ENDS-FOG.

[Nanofilm](http://www.nanofilm.com), founded in 1985, 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.