

PARENTS: PROTECT KIDS' EYES WHEN SKIING OR SNOWBOARDING GOGGLES, ANTI-FOG PROTECTION IS CRITICAL

December 30, 2009 – Valley View, Ohio – Defog It reminds parents that your children aren't ready for skiing or snowboarding this winter unless you've have taken safety measures for protecting their eyes on the slopes. And that means considering goggles, eyewear and [anti-fog protection](#) for them.

The National Ski Areas Association and the National Ski Patrol both recommend eye protection for all skiers and snowboarders. In their [Ski Tips for Kids](#), the NSSA includes: Always wear eye protection. Have sunglasses and goggles with you. Skiing and snowboarding are a lot more fun when you can see.

For some kids, the eyewear that's meant to improve vision can actually hinder sight because of fogging problems. "Even kids can work up a sweat on the mountain, and that can really fog up goggles and sunglasses," comments John Swett of Nanofilm, maker of [Defog It™ anti-fog](#). "Anti-fog spray or towelettes are actually a safety accessory to help keep goggles and glasses fog-free, which helps skiers and snowboarders stay safe."

Remember, impaired vision is more than a hassle on a great down-hill run. It can be a serious safety hazard. Keep your child's vision protected, clear, and fog-free.

Here's a checklist for vision safety on the slopes:

- Wear goggles to protect vision. Eyewear is vital for helping prevent flying snow and ice from obscuring vision during a high-speed descent, and it helps protect a skier's eyes from twigs or debris. Sunglasses can block UV rays that can cause vision damage.
- [Fog-proof](#) your sunglasses and eyeglasses. Use an anti-fog spray or anti-fog towelette, like Defog It to prevent fog. Carry anti-fog in your pocket or gear bag. Some goggles have venting or anti-fog coatings to reduce fogging.
- Give new life to "fog-free" goggles. If you own goggles that aren't supposed to fog, but do, an application of an anti-fog treatment like Defog It can help clear things up.
- Help kids keep a fog-free view when they head for the chalet, too. Wear eyeglasses? Going from slope temperatures to a toasty fire can fog up lenses. An anti-fog can help assure kids see all the fun.

Used by the military around the world in vision-critical situations, the formula of Defog It anti-fog liquid and Defog It anti-fog towelettes is safe and effective on all optics and can keep them fog-free up to all day with one application. The product is available at [Amazon.com](#) (search "Defog It) and other retailers. Three reusable towelettes in a plastic carrying case are \$7.49 (MSRP). A half-ounce bottle of the all-in-one cleaner and anti-

fog liquid is \$4.99 (MSRP). More information is available at www.nanofilmproducts.com or by calling 1-888-ENDS-FOG.

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