

VISION IS CRITICAL FOR SAFETY ON THE SLOPES ANTI-FOG PROTECTION HELPS KEEP GOGGLES FOG-FREE

December 9, 2009 – Valley View, Ohio – News of the winter's first heavy snowfalls is filling weather reports. As snowsports fans pack for the season's first trip, they should be sure to include everything they need for visual clarity on the slopes.

The ability to clearly see the trail, hazards and fellow snow-lovers is a critical safety issue. The National Ski Patrol puts sunglasses and goggles at the top of their equipment checklist for skiers and snowboarders. Eyewear is vital for preventing flying snow and ice from obscuring vision during a high-speed descend, and it protects a skier's eyes from twigs or debris. Sunglasses block UV rays that can cause vision damage.

For many, the eyewear that's meant to improve vision can actually hinder sight because of fogging problems. "You 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."

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

- Wear goggles to protect vision. Look for goggles with venting that can help prevent fogging. Some goggles also have anti-fog features like coatings or multiple layers of lenses.
- Fog-proof your sunglasses and eyeglasses. Your eyewear can fog up even if your goggles are fog-free. So remember to use an anti-fog spray or anti-fog towelette on them.
- 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 clear things up.
- Carry anti-fog in your pocket or gear bag. When you're standing at the top of the hill, it's no time to find out you can't see. Says Nanofilm's Swett, "A reusable Defog It towelette or .5-oz liquid applicator fits anywhere for easy anytime use.
- Keep a fog-free view when you head for the chalet, too. Wear eyeglasses? Going from slope temperatures to a toasty fire can fog up lenses. Use an anti-fog so you can see all the fun.

Remember, impaired vision is more than a hassle on a great down-hill run. It can be a serious safety hazard. Keep your vision protected, clear, and fog-free and you'll be looking at a safer adventure.

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

Wal-Mart Vision Centers and Amazon (www.amazon.com). 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, 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.