

Cheryl Ladd Educates Baby Boomers About Top Health Concern

Varilux Boomer Watch™ Survey Finds 66 Percent Of Boomers Concerned About Changing Vision

(NAPSA)—Former Charlie's Angel Cheryl Ladd is educating baby boomers across the country about an extremely common eye condition that affects over 100 million adults. Presbyopia (pronounced PREZ-bee-OH-pee-uh) is the diminishing ability to focus on objects close-up and many boomers in their 40s and 50s, like Ladd, are beginning to notice its telltale signs.

April is Presbyopia Awareness Month, and Ladd is teaming up with Varilux® progressive lenses to spread the word to her fellow boomers about what presbyopia is and what they can do about it. When Ladd was working on a TV sitcom last year, she noticed that the words on the script seemed fuzzy and unreadable. She found she couldn't hold the pages far enough away from her face to bring the print into focus and decided it was time to visit her eye doctor.

"My eye doctor explained to me that eventually, everybody gets presbyopia—it's inevitable," said Ladd. "You can't prevent presbyopia, but there's no reason this condition should come between you and the lifestyle you're used to."

Reduced Vision

A Top Boomer Health Concern

Just how concerned are baby boomers about presbyopia? Sixty-six percent of baby boomers cited reduced vision as a top health concern (second only to heart disease) in the first annual Varilux Boomer Watch™ survey, a nationwide report that queried more than 1,000 boomers to offer an in-depth look at how boomers see the world. The survey also found that more than 75 percent of all boomers surveyed said they are not familiar with the condition called presbyopia.

"Baby boomers are in denial—they remember when their parents started having difficulty reading and they can't believe it's



happening to them," said optometrist Dr. Rodney Tahrán.

Focusing On A Solution For Presbyopia

Although surgery is not a solution for presbyopia, it can be corrected with proper diagnosis and corrective lenses. In the past, presbyopes relied on vanity-crushing bifocals or reading glasses, but Dr. Tahrán says progressive lenses are becoming a more popular alternative. Progressive lenses offer wearers one continuous field of vision to see clearly at all distances, and are available by visiting your eye care practitioner.

Prevent Blindness America recommends that adults visit an eye care practitioner for regular check-ups and at the onset of any change in vision. To locate an eye care practitioner in your area or for more information about presbyopia, visit varilux.com.

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