

From: Mucha, Evan

Sent: 11/29/2017 7:53:15 AM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 87012713 - UNBREAKABLE FRAMES - N/A - Request for Reconsideration Denied - Return to TTAB - Message 1 of 2

Attachment Information:

Count: 32

Files: unbreakable sunglasses - amazon optix 55.jpg, unbreakable sunglasses - amazon ki et la.jpg, unbreakable sunglasses - sharper image.jpg, unbreakable sunglasses - toys r us.jpg, UNBREAKABLE - Boston Globe -Lexis_Page_1.jpg, UNBREAKABLE - Boston Globe -Lexis_Page_2.jpg, UNBREAKABLE - Detroit News 2 -Lexis_Page_1.jpg, UNBREAKABLE - Detroit News 2 -Lexis_Page_2.jpg, UNBREAKABLE - Detroit News 2 -Lexis_Page_3.jpg, UNBREAKABLE - Detroit News -Lexis_Page_1.jpg, UNBREAKABLE - Detroit News -Lexis_Page_2.jpg, UNBREAKABLE - Detroit News -Lexis_Page_3.jpg, UNBREAKABLE - Green Bay Press-Gazette -Lexis_Page_1.jpg, UNBREAKABLE - Green Bay Press-Gazette -Lexis_Page_2.jpg, UNBREAKABLE - Herald News -Lexis_Page_1.jpg, UNBREAKABLE - Herald News -Lexis_Page_2.jpg, UNBREAKABLE - LA Times 2 -Lexis_Page_1.jpg, UNBREAKABLE - LA Times 2 -Lexis_Page_2.jpg, UNBREAKABLE - LA Times 3 -Lexis_Page_1.jpg, UNBREAKABLE - LA Times 3 -Lexis_Page_2.jpg, UNBREAKABLE - LA Times -Lexis_Page_1.jpg, UNBREAKABLE - LA Times -Lexis_Page_2.jpg, UNBREAKABLE - LA Times -Lexis_Page_3.jpg, UNBREAKABLE - New Press Fort Worth -Lexis_Page_1.jpg, UNBREAKABLE - New Press Fort Worth -Lexis_Page_2.jpg, UNBREAKABLE - NY Daily News - Lexis_Page_1.jpg, UNBREAKABLE - NY Daily News -Lexis_Page_2.jpg, UNBREAKABLE - NY Daily News - Lexis_Page_3.jpg, UNBREAKABLE - NY Daily News -Lexis_Page_4.jpg, UNBREAKABLE - Pittsburgh Tribine Review -Lexis_Page_1.jpg, UNBREAKABLE - Pittsburgh Tribine Review -Lexis_Page_2.jpg, 87012713.doc

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 87012713

MARK: UNBREAKABLE FRAMES



CORRESPONDENT ADDRESS:

PHILIP M. WEISS

WEISS AND WEISS

410 JERICO TURNPIKE SUITE 105

JERICO, NY 11753

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/trademarks/index.jsp>

[VIEW YOUR APPLICATION FILE](#)

APPLICANT: My First Shades, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

weissandweiss@aol.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 11/28/2017

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. See 37 C.F.R. §2.63(b)(3); TMEP §§715.03(a)(ii)(B), 715.04(a). The following refusals made final in the Office action dated 5/5/2017 are maintained and continue to be final:

- Section 2(e)(1) Refusal – Merely Descriptive
- Sections 1, 2, and 45 Refusal – Failure to Function as a Trademark

See TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issues, nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issues in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

Specifically, with regard to the Section 2(e)(1) refusal, applicant contends that the examining attorney "has not found any trademarks on any goods or packing for this mark" and offers the conclusory argument that "the mark is not merely descriptive, but at most suggestive" because "the combination of the terms 'unbreakable frames' creates a unique non-descriptive meaning in the goods." Applicant has provided no explanation or evidence to support the contention that the combination of terms in the mark creates a unique and nondescriptive meaning.

Further, the applicant's contention that no evidence has been found of "any trademarks on any goods or packaging for this mark" suggests a misunderstanding of the refusal. Refusal based on Section 2(e)(1) has been made precisely *because* the wording "UNBREAKABLE" or "UNBREAKABLE FRAMES" is used in connection with the relevant goods to describe the nature or features of the goods rather than their source.

Two major reasons for not protecting descriptive marks are (1) to prevent the owner of a descriptive mark from inhibiting competition in the marketplace and (2) to avoid the possibility of costly infringement suits brought by the trademark or service mark owner. *In re Abcor Dev. Corp.*, 588 F.2d 811, 813, 200 USPQ 215, 217 (C.C.P.A. 1978); TMEP §1209. Businesses and competitors should be free to use descriptive language when describing their own goods and/or services to the public in advertising and marketing materials. See *In re Styleclick.com Inc.*, 58 USPQ2d 1523, 1527 (TTAB 2001).

The Internet evidence attached to the previous Office actions dated 8/14/2016 and 5/5/2017 as well as the additional attached evidence consisting of websites and newspaper articles shows that the terms UNBREAKABLE or UNBREAKABLE FRAMES are commonly used in the relevant industry to describe eyewear or eyewear frames that can bend or flex without breaking or shattering. This evidence demonstrates a competitive need to use these terms in the marketplace and indicates that consumers are accustomed to seeing this wording used to describe a feature or characteristic of such goods, as opposed to their source.

Moreover, the fact that an applicant may be the first or only entity to use a merely descriptive designation as its trademark does not necessarily render a word or term incongruous or distinctive; as in this case, the evidence shows that UNBREAKABLE FRAMES is merely descriptive. See *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1514 (TTAB 2016); *In re Phoseon Tech., Inc.*, 103 USPQ2d 1822, 1826 (TTAB 2012); TMEP §1209.03(c).

Next, with regards to the Sections 1, 2 and 45 refusal, applicant contends that the examining attorney “has cited to cases relating to common laudatory common phrases to which applicant's trademark does not apply” and broadly argues that “a consumer in the sunglasses industry would understand the term sought to be register would identify the source of goods as applicant.” Applicant’s argument is unfounded and unpersuasive.

The Internet evidence attached to the previous Office actions dated 8/14/2016 and 5/5/2017 as well as the additional attached evidence consisting of websites and newspaper articles shows that the wording UNBREAKABLE or UNBREAKABLE FRAMES is commonly used by those in applicant’s industry to provide information about the goods, specifically that the manufacturer’s sunglasses, eyeglasses or components therefor are not susceptible to breaking. Slogans and terms that are merely informational in nature, such as statements or laudatory phrases about goods ordinarily used in business or in a particular trade or industry, are not registrable. See *In re Eagle Crest, Inc.*, 96 USPQ2d 1227, 1229 (TTAB 2010).

Furthermore, as explained in the 5/5/2017 Office action, the applied-for mark, as shown on the specimen, does not function as a trademark because consumers would not view the mark as indicating the source of the goods. The specimen shows the applied-for mark, UNBREAKABLE FRAMES, displayed within a product booklet attached to the goods. The booklet describes certain features or characteristics of the goods, such as the facts that they are “sized to fit” and “doctor recommended.” In addition, the booklet states that the goods contain “unbreakable frames.” Consumers will not view the wording UNBREAKABLE FRAMES as indicating the source of the goods and distinguishing the goods from those of others.

It is noted that applicant has submitted substitute specimens for the intended purpose of showing that the mark is not merely descriptive and that it functions as a trademark. However, the specimens actually support the contention that the wording UNBREAKABLE FRAMES is information in nature and does not function as a trademark. Consumers encountering these advertising materials and package inserts will view REAL SHADES as the source of the goods and the wording UNBREAKABLE FRAMES as indicating that the goods feature frames that are break-proof or break-resistant—particularly when viewed in connection with the adjacent wording “Backed by free replacement guarantee.”

Furthermore, the newly submitted specimens are described by applicant as advertising material and package inserts and therefore fail to show the applied-for mark in use in commerce. Trademark Act

Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a). Package inserts such as invoices, announcements, order forms, bills of lading, leaflets, brochures, printed advertising material, circulars, press releases, and the like are not acceptable specimens to show use on goods. *See In re Bright of Am., Inc.*, 205 USPQ 63 (TTAB 1979).

In sum, applicant's arguments against the refusals made final are unpersuasive. Accordingly, the request for reconsideration is denied.

PROCEDURAL INFORMATION

If applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

If no appeal has been filed and time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to (1) comply with and/or overcome any outstanding final requirement(s) and/or refusal(s), and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B); *see* 37 C.F.R. §2.63(b)(1)-(3). The filing of a request for reconsideration does not stay or extend the time for filing an appeal. 37 C.F.R. §2.63(b)(3); *see* TMEP §§715.03, 715.03(a)(ii)(B), (c).

/J. Evan Mucha/

J. Evan Mucha

Examining Attorney

Law Office 106

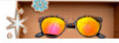
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Price: \$9.55 ✓prime FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime FREE Returns

Color: Black. Grid of color options: Black (\$9.55), Yellow (\$9.55), Blue (\$9.55), Green (\$9.55), Orange (\$9.55), Purple (\$9.55).

Lens Color: Black. In Stock. Want it Thursday, Nov. 30? Order within 23 hrs 29 mins and choose One-Day Shipping at checkout. Details. Sold by Blanc Group and Fulfilled by Amazon. Gift-wrap available. BENDABLE SILICONE: This revolutionary soft silicone delivers an unbreakable material that is perfect for the high impact force kids will unleash on them. KID SAFE: Made from premium grade materials that are BPA free, these frames great for toddlers or adolescents they are ideals for children aged 3 to 12. ADORABLE DESIGNS: Our unisex eyewear is available in a wonderful variety of cute, bright, child-friendly colors that will appeal to both kids and parents alike. EYE PROTECTION: These sunnies protect against the sun's harmful UVA, UVB, & UV rays, keeping your children safe. The polarized lenses prevent glares. FUN IN THE SUN: The best summertime accessory, these comfortable shades are great for hours at the beach or pool, sports, and all outdoor summer activities.

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Page 1 of 14

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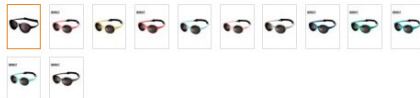
Real Kids Shades Sky Aviator Sunglasses for Kids, Toddler - Flexfit Frames ★★★★★ 24 from \$10.12



Ki ET LA
Ki ET LA - Sunglasses for kids Jokakids style - 100% unbreakable - 4-6 years old

Price: \$35.00 & FREE Shipping. Details
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Color: Black



In Stock.

Want it Thursday, Nov. 30? Order within 23 hrs 10 mins and choose One-Day Shipping at checkout. Details

Sold by Ki ET LA France and Fulfilled by Amazon. Gift-wrap available.

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- 100% protection: polycarbonate lenses (category 4) and blue light filter to reduce glare
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- 100% safety: single-piece frame. No hinge & no risk of pinching or small metal parts being swallowed
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100% unbreakable sunglasses for fashion kids from 4 to 6 years old. Round and XXL sized, they fully protect the eyes! COMPOSITION : Guaranteed Bisphenol A free - TPEE mono-injection frame - Polycarbonate lenses.

Shipping Information: View shipping rates and policies

ASIN: B06Y3JTCJP

Date first available at Amazon.com: April 6, 2017

Amazon Best Sellers Rank: #3,444,923 in Clothing, Shoes & Jewelry (See Top 100 in Clothing, Shoes & Jewelry)

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Customer questions & answers


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Unbreakable Sunglasses

Item # 203847

Our Price: **\$49.99**

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
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If you're always dropping, scratching and breaking your sunglasses, it's time to try the new Unbreakable Sunglasses. They're made with polarized, scratch resistant G-Tech Marine lenses and durable matte black nylon frames — so they can stand up to plenty of rough and tumble use! They feature rubber ear pads and UV400 filters for maximum comfort and UV protection. Unisex Black design, one size fits most.

See more details

 4.8

 93% of respondents would recommend this to a friend
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Features Specifications Reviews

Unbreakable Sunglasses

These rugged glasses fit your rugged lifestyle. **Unbreakable Sunglasses** have sturdy frames and scratch resistant G-Tech Marine lenses to handle the roughest treatment!

- Polarized, scratch resistant G-Tech Marine lenses
- Durable matte black nylon frames
- Rubber ear pads
- UV400 filters for maximum comfort and UV protection
- Unisex Black design
- One size fits most

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\$7.99

★ ★ ★ ★ ★ (1)

MY FIRST SHADES

age: 2 years - 4 years

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product description

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25% off your qualified purchase!

Valid 11/4-12/17

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- Gift wrap available for this item.

additional info

"R" Web #: 283669
 SKU: 77E70734
 UPC/EAN/ISBN: 811071020329
 Manufacturer #: 2UV
 Product Weight: 0.25 pounds
 Product Dimensions (in inches): 4.00 x 5.00 x 1.25

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Copyright 1998 Globe Newspaper Company
The Boston Globe

July 7, 1998, Tuesday, City Edition

SECTION: LIVING; Pg. C4

LENGTH: 461 words

HEADLINE: Looking for friends who are more mature;
ASK BETH

BODY:

Dear Beth:

My daughter is 14 and doesn't seem to have many friends her own age. She mostly hangs out with her older brother and his friends, who are 18 and involved in some pretty serious relationships. I try to get her to spend more time with her classmates, but she says they're "babyish." I wonder if this is a good thing for her, or if I should try to discourage it. MRS. MacN.

Although your instincts are right - at her age, four years is a large gap - trying to discourage it may backfire. Most people, young or old, don't like to be told to stay away from their friends.

Some teenagers are normally more mature than their peers and do have a hard time finding friends who truly interest them. She must love being included by her brother and his friends. Ask her why her classmates seem babyish. Find out if she feels isolated at school. If she does, suggest that she might have a better time if she can develop a few friends there. Ask if there is anyone she does respect whom she might get to know. Investigate activities for all ages where she might meet her peers, such as dance or art classes, a volunteer group, or an outing club. Ask her to go with you.

Work to have good, open communication with her so she will talk over any problems or pressures she has. Talk privately with your son. Ask him what he thinks and impress on him the need to look out for her.

Dear Beth:

Hope P. wrote about her son and his "need" for protective glasses. She listed many sports involving physical contact wherein a participant with glasses could be harmed. As a wearer of glasses myself, I know how annoying they are when it comes to sports. I am not, however, scared of breaking them or injuring myself because of them.

What I saw in that mother who wrote to you was overprotectiveness. She should remember how young boys and girls treat peers who are different or treated differently. If she makes her son wear protective eye wear, he will almost undoubtedly be ridiculed.

Parents should allow their children to be who they are and do what they want (within reason, of course) because that is how children enjoy childhood. Children already have to worry about more now than they did 30 years ago. To this mother, I say, let your son play tennis. Let him wear his glasses. Maybe they will get broken. Maybe he'll have fun. Which is more important? JODIE FERGUSON Age 16

I appreciate your views! Overprotectiveness may be something for Hope to let go of. I do think adults can help their kids figure out ways to be safe and deal with any peer pressure or teasing that might come from that. Safety glasses do not have to be geeky-looking. We are such an appearance-focused society that he should be able to find **unbreakable glasses** that look good.

LOAD-DATE: July 7, 1998

Source: [News & Business > Combined Sources > US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

11/28/2017

Search - 538 Results - unbreakable w/3 (sunglass/ or eyeglasses or glasses or eyewear or shades or frames or lenses)

View: Full

Date/Time: Tuesday, November 28, 2017 - 12:23 PM EST

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The Detroit News

June 4, 2003 Wednesday No dot Edition

SECTION: HEALTH&FITNESS; Pg. 6H

LENGTH: 1041 words

HEADLINE: Sunglasses: More than a fashion statement;
UV-protected lenses can prevent eye damage and skin cancer

BYLINE: Mary Beth Faller

BODY:

As Neo, Trinity and Morpheus battle to save humankind, one thing they won't have to worry about is ultraviolet rays from the sun damaging their eyes. The ultra-cool, black-leather ensembles in "The Matrix: Reloaded" include sunglasses, the best way to protect eyes from UV radiation.

The Matrix characters are more concerned with running up walls while dodging bullets than practicing sun safety, but ultraviolet light can damage the eyes of mere mortals in several ways.

Ultraviolet light is a part of the light spectrum that is invisible to the human eye. Part of sunlight is UV light, which creates warmth, light, photosynthesis in plants and vitamin D synthesis in the body. But UV also can damage the surface of the eye, called the cornea, and cause cataracts, macular degeneration, scarring on the cornea and skin cancer of the eyelids and area around the eye.

"You don't go out in the sun one day and find your eyes damaged the next. It is a cumulative problem," says Bill Koppin, optometrist and owner of Shades Optical in Birmingham, Royal Oak and Northville.

Not only should everyone wear sunglasses, especially children, but regular glasses and contact lenses should be coated to make sure they block UV rays as well.

"You want to get your glasses from a reputable place that uses a UV meter for proper protection," Koppin says. "Nearly any sunglass maker can claim UV protection but not all are equal, any more than sunscreen protection in lotions. Go for what works best."

Also, anyone who is out in the sun should wear a wide-brimmed hat for further protection.

"You need to put sunscreen on before you go out, and you need to put it on the eyelids. But be careful not to get it into the eyes," says Robert Fucigna, an ophthalmologist with a practice in Stamford, Conn. "Women should apply sunscreen before putting their makeup on."

Makeup that incorporates sunscreen isn't as effective as using separate products, he says, but it's better than nothing.

Blue-eyed people are especially vulnerable to sun damage. "Blue eyes are a sign of less density of pigment in your body, which includes the eyes as well as the skin," he says.

The sun's UV radiation contains two kinds of radiation, UVA and UVB, and both can damage your eyes. UVB can cause a sunburn on the cornea, the clear membrane that covers the front of your eyes. Corneal sunburn, called photokeratitis, can occur after long hours at the beach or on the ski slopes without sunglasses or goggles. It isn't permanent, but it can be painful and cause temporary vision loss.

Sun damage also can cause scars on the surface of the eye, called pterygia, which are raised, yellowish, benign lumps that grow near the nose. If the growth covers the cornea, it's called a pterygium. These can be removed with surgery.

More serious effects of UV radiation are cataracts and macular degeneration, Fucigna says. Cataracts - the clouding of the lens of the eye, the No. 1 cause of reversible blindness -- and macular degeneration are the leading causes of decreased vision among people older than 60. Cataracts can be treated with surgery. Macular degeneration, a progressive, painless deterioration of the macula -- the area at the center of the retina responsible for detailed vision -- has no known cure.

Ultraviolet radiation is not limited to the sun. People who use indoor tanning salons are exposed to UV rays as well.

He would like tanning salons to be required to provide clients with UV-protective eyewear. "It's the same UV rays as the sun," he says.

Tanning goggles that are not UV protective can cause damage by blocking the light, which allows the pupils to dilate and exposes the retina to more UV rays, Fucigna says.

"If you're a frequent user, buy your own ... it will save you a fortune down the road," he says.

Don't forget your sunscreen

Beyond protecting your eyes, you should take steps to protect your skin. The Environmental Protection Agency recommends watching for the UV Index each day. (It was 3 in Metro Detroit on Tuesday.)

The EPA UV index forecast is available at iwin.nws.noaa.gov/iwin/us/ultraviolet.html and www.epa.gov/sunwise/uvindex.html.

The EPA's Sunwise program recommends these steps for each UV level:

0-2 (minimal): People with very sensitive skin and infants should always be protected from prolonged sun exposure.

3-4 (low): Wear a hat with a wide brim and sunglasses to protect your eyes. Use a sunscreen with an SPF of at least 15 and wear long-sleeved shirts and long pants when outdoors.

5-6 (moderate): Use sunscreen if you work outdoors and remember to protect sensitive areas such as the nose and the rims of the ears. Sunscreen prevents sunburn and some of the sun's damaging effects on the immune system. Use a lip balm or lip cream containing a sunscreen. Lip balms can help protect some people from getting cold sores.

7-9 (high): Wear long-sleeved shirts and trousers made from tightly woven fabrics. UV rays can pass through the holes and spaces of loosely knit fabrics.

10 or more (very high): Avoid being in the sun as much as possible. Wear sunglasses that block 99 to 100 percent of all UV rays (both UVA and UVB). Some reduction in blue light also might be beneficial, but colors should not be severely distorted. Wear a cap or hat with a wide brim, which will block roughly 50 percent of UV radiation from reaching the eyes. Wearing sunglasses as well can block the remainder of UV rays.

Take safety measures with children

Though many parents never put sunglasses on their children, experts say eye protection should be considered a basic necessity for little ones. Prevent Blindness America recommends parents keep these tips in mind when selecting sunglasses for children:

* Pick sunglasses that suit children's active lifestyles. The glasses should be impact resistant (made of polycarbonate), should not pop out of the **frames, and the frames** should be bendable, **unbreakable** and/or have snap-on temples.

* Lenses should be large enough to shield the eyes from most angles and to block light that leaks in around the frames.

11/28/2017

Search - 538 Results - unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)

* Check the sunglasses periodically to make sure they fit well and are not damaged.

* Choose a wide-brimmed hat for your child to maximize protection.

LOAD-DATE: June 4, 2003

Source: [News & Business](#) > [Combined Sources](#) > [US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** ([Suggest Terms for My Search](#))

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The Detroit News (Michigan)

May 25, 2005 Wednesday

SECTION: HEALTH & FITNESS; Pg. 3H

LENGTH: 818 words

HEADLINE: Health News

BYLINE: Tracy Boyd

BODY:

Allergy

You can prevent indoor environment reactions

Spring cleaning is essential for people who live with environmental allergies, says the Allergy and Asthma Foundation of America. Tips:

Y Vacuum regularly with a double-bag or HEPA-equipped vacuum cleaner.

Y Encase pillows and mattresses in air-tight covers.

Y Wash bed linens in 130-degree hot water once a week.

Y Fix leaky pipes to limit moisture in the house.

Y Use exhaust fans to increase kitchen and bathroom ventilation.

Y Clean and kill mold spores on hard surfaces with a bleach solution.

For more information, visit www.aafa.org .

Senior health

Checking vision, other tips can help prevent falls

Every hour, one older adult dies and another 183 are treated in emergency rooms for fall-related injuries, says the Visiting Nurse Association of Southeast Michigan. To help avoid falls, check vision annually. With your doctor's approval, begin an exercise program, such as Tai Chi, to rebuild strength and improve balance. Take a look at your home environment and look for hazards such as electrical cords or dimly lit hallways. VNA of Southeast Michigan is offering home inspections by a registered nurse for \$75 through the month of June. For a free Falls Prevention Tip Card, contact Visiting Nurse Association of Southeast Michigan at (248) 967-8374.

What they

say about...

Looking better this summer

Need some simple slim-down tips? Try these from nutritionist and author Keri Glassman:

Y Eat calories, don't drink them in caloric beverages.

Y Don't skip breakfast, and eat two small snacks in between meals.

Y Avoid highly processed foods -- stick to whole foods as much as possible.

Y Instead of eating from a vending machine, pack low-fat cheese, roasted almonds or fresh fruit and yogurt for snacks.

Y Get out for a brisk walk daily.

Women's health

Co-Survivor Program supports caretakers of those with breast cancer

Breast cancer affects not only women, but the family, friends and health-care providers who care about and for them. The Susan G. Komen Breast Cancer Foundation is launching the Komen Co-Survivor Program, which includes an educational component (found at [?a href="www.komen.org"? www.komen.org](http://www.komen.org)) as well as a recognition program to give survivors an outlet to share gratitude for co-survivors. Key objectives are strength, support and love. For more information, visit the Web site or call (800) 462-9273.

Nutrition

Kraft offers new products

If you're trying to follow the South Beach Diet -- or simply to avoid refined carbohydrates and junk -- consider some new products from Kraft. The new South Beach Diet products include cereal, meal replacement and cereal bars, refrigerated sandwich wraps, frozen entrees and frozen pizza. The South Beach Diet is a weight-loss plan that encourages people to eat a variety of foods, such as lean sources of protein, reduced-fat cheeses and dairy products, whole grains, fruits and vegetables, and the right fats such as olive and canola oil. Find the new products at your grocery store.

Eye care

Protect your eyes from sun's damage

Don't forget to protect your eyes from the sun this summer. Prolonged exposure to the sun's ultraviolet rays can result in cataracts or photokeratitis, or "corneal sunburn." To avoid damage, says the organization Prevent Blindness America, wear a broad-brimmed hat or cap and sunglasses that block out 99 to 100 percent of both UV-A and UV-B radiation (check the sunglasses' label). Wraparound glasses are ideal, the organization says. Don't forget **unbreakable**, well-fitted **sunglasses** for kids and a hat. For more information on the dangers of UV exposure and steps to prevent them, please visit [?a href="www.preventblindness.org"?www.preventblindness.org](http://www.preventblindness.org) or call (800) 331-2020.

Travel

Taking a trip to Asia? You will probably need a meningitis vaccination

Meningitis is an airborne bacterial illness that infects the brain and spinal cord coverings. Often mistaken for a minor cold or the flu, it can lead to permanent disabilities such as loss of limbs or loss of hearing. Several areas in Asia, including the Philippines and eastern China, have reported outbreaks of meningitis. Anyone traveling to Asia should get a meningitis vaccination, advises Fran Lessans, RN, the CEO of Passport Health. For more information about the vaccination, ask your physician or visit [?a href="www.passporthealthusa.com"?www.passporthealthusa.com](http://www.passporthealthusa.com) , or call (888) 499-7277.

Products

New bike seat promises comfort for road-weary bikers

A comfortable seat means you'll ride your bike longer and farther. Tioga USA's new Spyder saddle is a

11/28/2017

Search - 538 Results - unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)

lightweight seat that manages to be comfortable without any padding. The secret, the company says, is in the shock absorption, which distributes weight evenly across the bicycle seat. It's tested for riders up to 250 lbs. The Spyder saddle retails for \$115 and can be found at your local bike shop, or find a retailer by calling (888) 468-4642.

LOAD-DATE: February 15, 2007

Source: [News & Business > Combined Sources > US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** ([Suggest Terms for My Search](#))

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July 19, 2002 Friday

SECTION: THATS LIFE; Pg. 01D

LENGTH: 513 words

HEADLINE: Prescription for fashion

BYLINE: By Samantha Keon, Bay Port High School

BODY:

Glasses go from mild to wild

Oh, no! The eye doctor says you need to wear glasses!

But you're afraid of what people will say. What if they call you four-eyes? What if they automatically assume you're some kind of poindexter?

Good news: There are cool glasses out there.

But what to pick? There are so many kinds, it's hard to know where to start. The first thing you need to think about is daily life.

Will you beat them up? There are frames that can actually bend if you are accident-prone.

Of course, current fashion trends are often major deciding factors.

"I like the ones with the dark square or rectangle-shaped frames," says Heidi Wolf, 14, of Green Bay West High School.

"The small oval reading glasses are cool," said Lara Carrier, 14, of Bay Port High School.

Both styles can be seen these days on faces from celebrities to local teens.

When shopping for glasses, be sure to try some on at the store to see if they look right with your haircut and face shape.

After choosing frames, you need to make some decisions on lenses. Once again, think about what you do every day.

If you're on the computer a lot or drive at night, you'll need anti-glare coating. Those who spend a lot of time in physical activity will need tougher, **unbreakable lenses**.

Of course, if you don't want to go the glasses route, you can always consider contacts.

But their "coolness" depends on your definition of cool.

They can be difficult to put in, and sometimes it's harder to get your prescription just right.

Also, there are so many brands, designs and colors of contacts to choose from, it can be overwhelming.

Most eye-care centers offer colored contacts and possibly ones with designs in the center. There are ones with swirls, some that white out or black out your eyes. Some even have bats in the middle for Halloween!

The more interesting, the better, said Melissa Favorito, 14, of Bay Port High School.

Teens "don't like the clear contacts. They like colored ones with the cool designs," she said.

If you happen to be one of those people with good vision, you still have an eyewear consideration -- sunglasses.

These are the fun ones.

While not worn all the time and not worn by everyone, sunglasses can make a statement.

"Some people wear wild ones. They're more into fashion," Carrier said.

Just remember, whatever eyewear you're considering, be it glasses, contacts or shades, you can use them to help you make an entrance wherever you go!

dcBdc Frame Dos and Don'ts dc/Bdc

One key when choosing glasses is to consider the shape of your face. Here are tips from experts:

- * dcBdc Oval face: dc/Bdc Can wear almost any style, but avoid geometric shapes.
- * dcBdc Round face: dc/Bdc Try geometric or rectangular styles; round glasses aren't for you.
- * dcBdc Tapered, heart-shaped face: dc/Bdc Go with minimalist styles or rimless frames; stay away from big frames and bold styles.
- * dcBdc Square face: dc/Bdc Soften your look with round or rimless eyeglasses; avoid angular or square styles.

Source: www.pearlevision.com.

%0718glassespoll%

LOAD-DATE: August 7, 2002

Source: [News & Business > Combined Sources > US Newspapers](#) [i](#)

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

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Herald News (Passaic County, NJ)

August 8, 2010 Sunday

SECTION: SPORTS; Pg. C05

LENGTH: 439 words

HEADLINE: BERKMAN HITS, A-ROD MISSES

BYLINE: Pete Caldera, Staff Writer

BODY:

NEW YORK - Alex Rodriguez never saw it coming.

In a batting practice mishap before Saturday's game, Lance Berkman's one-hop smash drilled A-Rod in the left ankle. X-rays were negative, and he was diagnosed with a contusion. But the pain and swelling might prevent Rodriguez from playing in tonight's game against the Red Sox at Yankee Stadium.

"It's sore," A-Rod said after sitting out the Yankees' 5-2 win over Boston. "I was smoked."

On the FOX broadcast, announcer Joe Buck said that he'd waved to Rodriguez just before Berkman's swing. A-Rod was positioned at third base.

"I was just saying hello to Joe," A-Rod said. "Literally, for one second."

That's all it took.

"I had just fielded a ground ball and I was up close, doing my infield-in work. I never saw [the ball]," said A-Rod, who hobbled toward a protective screen behind second base and collapsed, writhing in pain.

"[It was] like a scene from Platoon," said A-Rod, though his teammates thought he might be joking or exaggerating at first.

"[Derek] Jeter and [Mark] Teixeira were making fun of me back there, like I went down for the count," A-Rod said. "They were able to get a great laugh out of it."

The inside of A-Rod's ankle swelled quickly, and he immediately was scratched from the lineup. Ramiro Pena subbed at third base and had two RBI.

"He's basically day to day," manager Joe Girardi said of A-Rod, who limped off the field with assistance from head athletic trainer Gene Monahan. "I figured once he got hit I wasn't going to have him [Saturday]."

As Rodriguez received ice treatment and waited for Dr. Chris Ahmad's arrival, Berkman lamented his lousy luck since being traded from Houston at last week's trade deadline.

"Berkman's contributions to the Yankees so far have not been the greatest," said Berkman, before his 0-for-3 afternoon left him just 2-for-22 as a Yankee.

Batting right-handed, Berkman yelled toward A-Rod after his swing, "but the ball was just on him."

After batting practice, Berkman told A-Rod he was sorry for what happened.

11/28/2017

Search - 538 Results - unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)

"I clearly didn't mean to - it's not like I tried to hit him in the teeth and missed low," Berkman said. "That's just one of the things about batting practice. I think we've all been hit before."

A-Rod said he's had some close calls before, but had never been struck until Saturday.

Berkman recalled how Andy Pettitte, with Houston in 2005, nearly missed a playoff start after being hit in the knee during batting practice. Berkman was once hit near the eye in BP, and was saved serious damage by wearing **unbreakable sunglasses**.

"It's one of the hazards of the profession," he said.

LOAD-DATE: November 19, 2010

Source: [News & Business > Combined Sources > US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

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Date/Time: Tuesday, November 28, 2017 - 12:28 PM EST

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October 17, 1993, Sunday, Bulldog Edition

SECTION: Sports; Part C; Page 8; Column 1; Sports Desk

LENGTH: 479 words

HEADLINE: SOME IN-YOUR-FACE ACTION COULD LEAD TO EYE INJURIES

BYLINE: By IRA DREYFUSS, ASSOCIATED PRESS

DATELINE: WASHINGTON

BODY:

Keeping a close eye on the ball can lead to eye injuries, especially if athletes have more drive than ability.

The federal Consumer Product Safety Commission and the National Society to Prevent Blindness estimate about 100,000 sports-related eye injuries a year, according to a report in *The Physician and Sportsmedicine*, a medical magazine. Basketball and baseball are the leaders, with about 17% each.

In-your-face play increases the risk of injuring an eye -- yours or someone else's.

"Close, aggressive contact produces most injuries in basketball," said Dr. Bruce M. Zagelbaum, who wrote the report.

Zagelbaum, an ophthalmologist at North Shore University Hospital, Manhasset, N.Y., said typical injuries come from an opponent's fingers, elbows or hands. These injuries include cuts in the lid, bruises around the eye, and scratches on the cornea, he said.

Most baseball injuries, on the other hand, come when the ball hits the eye, Zagelbaum said. Players under 15 are most likely to be hit by a pitched ball, largely because they may not have developed physically to the level needed for competition, he said.

The opposite may be true in racquet sports, which include racquetball and tennis. A well-hit ball can rocket at up to 140 m.p.h. A Canadian researcher found that experienced players are more likely than less-experienced ones to get hurt.

Most eye injuries are minor, although some are severe enough to cause blindness, Zagelbaum said.

Up to 90% of eye injuries can be prevented with proper eye protectors, which absorb impact force before it can damage the eye, the study said.

The best are made of a plastic called polycarbonate, which is stronger than glass or ordinary plastic. Look in the equipment for certification that it was designed to standards set by such groups as the American Society for Testing and Materials.

Also, make sure your gear is made for your sport.

Baseball batting helmets can include a polycarbonate face guard. "To my knowledge, no eye injury has ever occurred to a player wearing this device while playing baseball," said Zagelbaum, who has studied eye injuries to major league players. Base runners with helmets need similar protection, and players in the field can wear polycarbonate eye protectors, he said.

Basketball and racquet sports players should use polycarbonate sports goggles with 3mm-thick **lenses**

11/28/2017

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and unbreakable frames, Zagelbaum said. The lenses even come with prescription optics for players who ordinarily wear glasses, he said.

Fit is very important. The frame should cover the entire bony orbit in which the eye is held and should not bend in toward the eye under pressure, the doctor said.

But playing to win, without trying to kill, is also important. So is sharp defensive play, which can spot flying fingers before they gouge you, or find the ball before it strikes your head.

Source: [News & Business > Combined Sources > US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

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Los Angeles Times

August 10, 2009 Monday
Home Edition

SECTION: HEALTH; Features Desk; Part E; Pg. 8

LENGTH: 686 words

HEADLINE: FITNESS;
GEAR;
It will be perfectly clear

BYLINE: Roy M. Wallack

BODY:

As night fell in Canmore, Canada, in July 2008, Downey's Tinker Juarez was well on his way to his second straight 24 Hours of Adrenalin solo mountain-bike world championship when he was felled by his only real rival: a piece of mud. Suddenly unable to see, his eye painfully swelling shut when he tried to remove the grit, the 1996 Olympian was forced to withdraw while he still led the race. "I'll have clear-lens glasses on next time," he said later.

Sunglasses with interchangeable lenses -- full shades for bright sunlight, clear lenses for the dark and intermediate for in-between light -- are a must for long-distance runners, bikers, shooters and others who battle the elements day and night. The four lightweight models below all come with quick-switch frame designs and a variety of carry-along, coated lenses that'll protect your eyes from UV rays, bugs and mud at all hours.

-- Roy M. Wallack

Open and shut case

Oakley Jawbone: Unique pivoting-frame shades that Lance Armstrong wore in the Tour de France.

Likes: Easiest and fastest of the bunch to switch lenses, with less smudging. Two-step SwitchLock frame releases the lens when you pull the nose pads up with an audible click and pivot open the "jaw" (the bottom section of the frame), which is attached to the main frame by a hinge. You swap in the new polycarbonate lens with no pushing or pulling, and the lens is not subject to stresses that can bend it. Lens bag doubles as a lens cleaner and has a pocket for spare lenses. Choice of vented or non-vented lenses. Includes a pair of low-light yellow or persimmon lenses. A mix-and-match custom color option is \$15.

Dislikes: The thick frame obstructs peripheral vision far more than others that lack lower-section frame members. And it ain't cheap.

Price: \$195 to \$225 (Armstrong's black-and-yellow model is \$205). (800) 431-1439 or www.oakley.com.

Low-priced leader

Ryders VTX: Partially frameless minimalist design with three lenses.

Likes: No lower frame allows great lateral vision. Includes three sets of lenses: regular dark shades, clear (includes UV protection) and orange (for increased contrast in low light and forest conditions).

11/28/2017

Search - 538 Results - unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)

Slight gap at top of lenses allows ventilation. Nose pads and temple arms can be bent and twisted for a custom fit. With a simple upward torque on the frame, notches in the lens easily snap out of and into the frame.

Dislikes: Bridge of frame sits so low that it is visible all the time, especially in the bent-over cycling position. Lens gets thoroughly smudged during the easy changing process. Spare lenses easily fall out of plastic lens sleeves; no fabric lens cleaner.

Price: \$59. (800) 665-2903 or www.ryderseyewear.com.

Seeing is believing

Smith Sport Optics V90 Max: All-in-one frameless lens uses easily disengageable Pivlock snap-in temple arms to protect the lens. Two extra shields included.

Likes: Unobstructed field of vision since there is no frame; easily the best of the group. Easy to switch lenses: Pivot the temple arms up at a 45-degree angle to snap them out of the keyhole-pin interface, then squeeze the nosepiece and pull to remove. Includes clear and low-light red spare lenses.

Dislikes: The huge, double-length lenses don't fit well in packs and would seem to be more subject to damage than normal lenses. No plastic or fabric protective sleeves are included.

Price: \$139. (208) 726-4477 or www.smithoptics.com.

Gimme five

Rudy Project Rydon: High-end system with five lenses and a minimalist frame.

Likes: Great frame-free peripheral vision and super fit because of nose piece and temple-arm adjustability. Four extra lenses in addition to standard dark brown: clear, yellow, red mirror and red-purple. Optional Impact-X polarized photochromic **lenses are unbreakable** and change with the lighting conditions (eliminating the need for extra lenses).

Dislikes: Out-of-this-world price tag; no special lens bag to carry the four spares in your pack.

Price: \$275, plus \$105 for optional polarized lenses. (888) 860-7597 or www.rudyprojectusa.com.

--

Cyclist and runner Wallack is co-author of "Bike for Life" and author of "Run for Life."
roywallack@aol.com

GRAPHIC: PHOTO: (no caption) PHOTOGRAPHER: www.ryderseyewear.com PHOTO: (no caption) PHOTOGRAPHER: [Craig Saruwatari www.oakley.com](http://www.oakley.com) PHOTO: (no caption) PHOTOGRAPHER: www.smithoptics.com PHOTO: (no caption) PHOTOGRAPHER: www.rudyprojectusa.com PHOTO: WINDOW ON THE WORLD, GEAR, E8 PHOTOGRAPHER: www.oakley.com

LOAD-DATE: August 10, 2009

Source: [News & Business > Combined Sources > US Newspapers](#) 

Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

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Date/Time: Tuesday, November 28, 2017 - 12:29 PM EST

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Los Angeles Times

May 5, 2000, Friday, Home Edition

SECTION: Southern California Living; Part E; Page 1; View Desk

LENGTH: 1285 words

HEADLINE: THE INCREDIBLE LIGHTNESS OF SEEING

BYLINE: VALLI HERMAN-COHEN, TIMES SENIOR FASHION WRITER

BODY:

They are like an iMac for your eyes. The latest sunglasses are little bundles of technological and design wonder, packing in everything from virtually **unbreakable** titanium **frames** to tints that mimic the body's melanin pigment. And, of course, they come in cool shapes and colors.

While this new generation of sunglasses may not look radically new, the cutting-edge shades are pricey--\$ 150 to \$ 300 plus--because designers are using new materials to achieve innovative, if subtle, effects. They're combining new and old technologies to make glasses that look and act differently. New wraparound lenses have deeper curves, lenses are colored with funkier tints, and frames have more plastic layers that appear to change colors, depending on the light.

Gone are the timid, tiny frames that evoked vintage 1900. Today's sunglasses are big, bold and full of personality--think Jacqueline Kennedy Onassis, Aristotle Onassis, Audrey Hepburn and even Elvis, whose aviator sunglasses are this season's hottest new style. Shades are now as much status symbols as a hot new handbag, cell phone or Palm Pilot.

"People want to have a great look, something that's fun, exciting and new, but they also want protection," said Bill Barton, president of the Optical Shop of Aspen, a national chain of upscale eyewear stores.

With new collections from Chanel, Prada, Helmut Lang, Chloe, Kate Spade and Romeo Gigli arriving in recent or upcoming seasons, fashion designers are adding to the hipness quotient and making sport glasses, vintage frames and clip-ons look dated.

The high-performance features that were once available only in sport glasses are now migrating to designer sunglasses. The newest fashion glasses use lens coatings that diminish glare, reflections and radiation that may harm the retina. Chanel, Prada and even Sunglasses Hut International, for example, offer lenses that use the latest technology, a synthetic melanin that blocks HEV (high-energy visible) radiation, the blue-violet portion of the spectrum that may cause long-term damage.

And that darling of the '70s, the photochromic lens that turns darker in sunlight, now comes in fashion colors of rose, blue or yellow--the chic shades for nightclubbing or daytime hangover hiding.

The most practical of the technological advances can be seen in sleeker and lighter frames (notably titanium) and thinner lenses, a costly plus that aids comfort--and vanity--for those who wear glasses. See, a new optical store in Los Angeles, is zeroing in on this niche market, offering up-to-date frames for less than \$ 199, including tints, prescriptions and other coatings.

High-fashion purveyors such as Chanel are cleverly touting the cosmetic benefits of wearing their state-of-the-art melanin lenses. Their marketing sounds like a wrinkle-cream ad: Wear the lens and help delay the appearance of fine lines and wrinkles around the eyes. Actually, anything that prevents sunlight from reaching the skin will slow the sun's wrinkle-making ability.

Wrinkles and style aside, the most important function of sunglasses is to protect the eyes from the sun. Yet some of the technology comes with limitations.

Most high-quality sunglasses offer sufficiently dark lenses and coatings that block UV (ultraviolet) radiation, which is thought to cause cataracts and other eye diseases, some of which are treatable. Now researchers are investigating the effects of other forms of radiation, including HEV, which is thought to irreversibly damage the retina.

James Pritts, a veteran of leading optical research and development departments who helped develop melanin lenses, said the long-term effects of exposure to HEV are still being studied.

"The studies are animal in nature, experimental and also based on a hypothesis of how the light is absorbed in the retina," said Pritts, who is now president of Sunglass Solutions, a sunglass industry consulting company in Emerald Hills, Calif. "A lot of the scientific community would like to see epidemiological proof before they accept a position."

Until then, he says the evidence suggests it's prudent to limit exposure to HEV radiation.

Other technologies have tried to provide better eye protection and make wearing sunglasses simpler. In the 30 years since self-darkening, or photochromic lenses, were introduced, they haven't become a panacea.

The lenses are, however, a compromise for bright outdoor and low indoor light, said Pritts, because they don't get as crystal clear or deeply dark as regular lenses.

"If you absolutely want one pair of glasses, then self darkening is what you buy," he said. But he suggests two pairs--dark sunglasses for bright sunshine and colorless lenses for indoor low light--for those who are particular about optimal performance.

And if you're baking at the beach, your photochromic lenses might not work as well.

"The darkening effect is as much affected by temperature as by light. They actually get darker in colder temperatures," he said.

While tints have improved, some may fade when exposed to heat over time--so don't leave them locked in your glove compartment.

Your rose-tinted glasses might give a nicer disposition, but pastel tints aren't meant for real sun protection. The latest photochromic versions can darken to a deeper tint than their predecessors.

"They're jewelry for your face," said Nancy Gallop, manager of the Optical Shop of Aspen on Melrose Avenue. "And you don't have to wear eye makeup."

Yet, even in Los Angeles, a mecca of sun worshipers, we have a love-hate relationship with our shades.

"People always buy more shoes than they do glasses," Gallop said. "You should care more about what's on your face than on your feet."

Sunglasses, in fact, can help your night vision.

"A single, two- or three-hour exposure to bright sunlight during the day can reduce your night vision up to 50%," Pritts said. Don't worry--the loss is temporary and will return in a day or two if you don't stare into bright sunlight again that day.

Wearing shades can help your nighttime hip quotient. After all, it's hard to look cool when you stumble into a dark movie theater and accidentally sit on someone's lap.

*

Valli Herman-Cohen can be reached at valli.herman-cohen@latimes.com.

A Few Words About Protecting Your Eyes

Sunglasses are about style, but their function is to protect your eyes. It helps to know what you're buying. Here's a guide to common terms:

Anti-reflective coatings: They remove glare that bounces back to the eye; good for night driving and photography.

Brown lenses: Better for lower-light conditions, such as rainy days.

Gray lenses: Best for very sunny days; they cool down the view without distorting colors.

Green lenses: Also good for lower-light situations without color distortion.

Gradient tints: Colored lens coatings that are gradually darker from top to bottom.

Fashion tints: Less functional, but more fun lens tints in rose, violet, blue, mint and even orange. Not meant for serious sun protection.

Polarized lenses: Removes high-intensity glare, particularly from water and snow. Can be helpful for driving at sunset and sunrise when glare is intense.

Titanium: The trendy and ultralight choice for frames that makes them 40% lighter and 50% stronger than stainless steel.

UV protection: Ultraviolet rays from the sun can be harmful to the eyes and can cause cataracts. Sunglasses with UV 400 provide the best protection.

Microfiber: The best fabric for cleaning your lenses. Cotton (even your T-shirt) can scratch. A huff of your breath is still fine to help wipe them clean. Just go easy on the garlic.

GRAPHIC: PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: GARY FRIEDMAN / Los Angeles Times PHOTO: (no caption) PHOTOGRAPHER: THOMAS RAAB

LOAD-DATE: May 5, 2000

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Terms: **unbreakable w/3 (sunglass! or eyeglasses or glasses or eyewear or shades or frames or lenses)** (Suggest Terms for My Search)

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Date/Time: Tuesday, November 28, 2017 - 12:19 PM EST

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The News-Press (Fort Myers, Florida)

May 12, 2007 Saturday

SECTION: NEWS

LENGTH: 508 words

HEADLINE: Protecting young eyes from the sun

BODY:

Mounting scientific evidence shows that exposure to UV rays can damage your eyes -- and your kids' eyes.

Sunglasses can help filter out those damaging rays, but choosing the wrong ones can actually do more damage to eyes than going without. Sunglasses without UV protection shade the eyes from the bright sun, but cause the pupils to dilate, actually allowing in more harmful rays.

The most immediate danger for children is photokeratitis, a painful type of corneal sunburn linked with the bright sunlight reflected off beaches and ski slopes. Long-term exposure can lead to cataracts (cloudiness of the lens), skin cancer around the eyelids and macular degeneration.

Prevent Blindness America

makes these recommendations:

* Shop for sunglasses that block 99 percent to 100 percent of both types of ultraviolet rays: UV-A and UV-B. Sunglasses should also eliminate glare and squinting. Be wary of labels that claim a product blocks harmful UV without specifying exactly what amount of UV rays they block.

* Look at the lenses carefully for scratches, bubbles and distortions. Here's an easy test for non-prescription lenses: hold the glasses away from your eyes and look at a good horizontal or vertical line, such as a window frame. Look through the lenses and check if the line appears straight. If the line appears wavy, the glasses may actually make it more difficult to see (although some distortion may be seen with prescription lenses for corrective purposes). Flaws and distortion in the lenses may cause your child's eyes to work harder and result in squinting, blinking, tearing and possibly even slight headaches.

* Check the sunglasses periodically to make sure they fit well and are not damaged. Children often don't complain about their vision even when there is a problem. A regular check of their glasses is a good idea.

* Choose a wide-brimmed hat for your child to maximize protection. The hat can cut the amount of UV exposure in half.

* Select sunglasses that suit children's active lifestyles. The glasses should be impact resistant, lenses should not pop out of the **frames, and the frames** should be bendable, **unbreakable** or have snap-on temples.

* Check the label to ensure the lenses are made of polycarbonate, the most impact resistant material available. Children's sunglasses should never be made of glass (unless required by their eye doctor).

* Have the child try on the sunglasses before making a purchase. The lenses should be large enough to shield the eyes from most angles (above, below and either side) and to block light that enters in

11/28/2017

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around the frames. The sunglasses should also fit snugly against the bridge of the child's nose -- again to reduce the amount of sunlight that enters the eyes.

* The price for non-prescription sunglasses ranges from \$2 to \$50 or more for designer lenses. Fashion should be the last thing you think about when buying sunglasses. Look at the amount of UV protection, lens quality and durability to assure that you buy the right sunglasses for your child.

-- SOURCE: Prevent Blindness America

LOAD-DATE: May 12, 2007

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Daily News (New York)

June 03, 1999, Thursday

SECTION: News; Pg. 28

LENGTH: 1234 words

HEADLINE: THEY'RE BASKING FOR TROUBLE BEACH SET'S RUNNING A GREATER RISK FOR SKIN CANCER

BYLINE: By AMANDA GARDNER Daily News Staff Writer

BODY:

Barry Elisofon once reveled in the golden tan he acquired during youthful summer days at the beach.

Now, at age 53, Elisofon is paying the price for overexposure to the sun - skin cancer.

"I used to fry like a hot dog," he said. "I used to be at the beach from 11 in the morning to 6 at night and I used a minimum amount of sun lotion."

Elisofon has had several basal cell carcinomas (the most common skin cancer) and one melanoma (the least common and most dangerous). All were surgically removed.

As the summer season kicks off this weekend, consider a stunning statistic -skin cancer is the fastest-growing cancer in the United States. One million new cases are diagnosed each year.

At current rates, one in five Americans will develop skin cancer. The incidence of malignant melanoma, in particular, is rising rapidly - 4% annually. Between 1973 and 1995 it has more than doubled among Caucasians. This year 44,200 new cases of the disease are expected.

The sun is the single-most important cause of skin cancer. As the sun's ultraviolet A (UVA) and ultraviolet B (UVB) rays penetrate the skin, they change the architecture of cells, causing damage that can lead to cancer. UVA and UVB rays also can suppress the body's immune system, which also may contribute to the development of cancer.

"It is all cumulative," said Dr. Perry Robins, professor of dermatology at New York University and president of the nonprofit Skin Cancer Foundation. "People are in the sun more often, and people are going to the Caribbean and Florida in the wintertime."

There is no magic bullet in skin cancer treatment.

The good news is that skin cancer has a high cure rate (more than 95%) if caught very early. If left untreated, however, squamous cell carcinoma, the second-most common type of skin cancer, and melanoma will spread and can be fatal. Basal cell carcinoma fatalities are relatively unusual.

Much damage can be prevented, and the rules are simple. "Sunscreen should be used every day if you're going to be in the sun more than 20 minutes," said Dr. Mark Tesser, an attending physician at Mount Sinai and Beth Israel hospitals. "In addition, you should wear protective clothing, you should avoid the sun between the hours of 10 and 4 and you should wear a wide-brimmed hat."

Painfully aware of the risks, Elisofon now takes preventive steps. "I've changed a certain lifestyle," he said. "It's called reality. I don't go to the beach anymore, and I go to the doctor on a reasonably regular basis - two or three times a year."

BASAL CELL CARCINOMA

- The most common - about 80% of new cases annually (900,000 total cases last year).

Symptoms: Pearly-looking spots or sores that won't heal, usually in areas that have been exposed frequently to the sun.

Prognosis: If found early, 95% cure rate; can cause tissue damage and disfigurement.

Treatment: Removing the cancer by freezing or surgery.

SQUAMOUS CELL CARCINOMA

- The second-most common - 16% of new cases (200,000 total cases last year).

Symptoms: Skin that is scaly or scabby, crusting or bleeding, usually in areas that have been exposed often to the sun.

Prognosis: Cure rate is 95% if found early. If left untreated, it can spread to cause disfigurement, or death.

Treatment: Removal through freezing or surgery.

MELANOMA

- the most aggressive and dangerous skin cancer.

Symptoms: The ABCD rule - asymmetry (one half of a mole doesn't match the other), border (edges are irregular, ragged or blurred), color (more than one color or shade), diameter (mole is bigger than a pencil eraser or is growing). Be alert for changes in color or size.

Prognosis: Virtually 100% curable if caught early, but six out of seven skin cancer deaths are due to melanoma that was not caught and treated early.

Treatment: Surgical removal of a tumor that has not spread. If the tumor has spread, chemotherapy, radiation and other therapies. The melanoma vaccine, which tries to stimulate the body's natural immune response, is used in advanced cases.

SPF - Sun Protection Factor measures the ability of a sunscreen or sunblock to protect you from burning rays. The SPF rating - from a low of 2 to a high of 60 - indicates how much longer it takes for the sun to burn your skin with lotion on than without it.

Ultraviolet A (UVA) rays - Long-wave solar rays that pass through glass, penetrate deep into the skin and are prevalent throughout the year. UVA rays contribute significantly to aging of the skin.

Ultraviolet B (UVB) rays - Short-wave solar rays that seem to cause more damage than UVA in producing sunburn, and are considered the main cause of basal and squamous cell carcinoma, and a key cause of melanoma. They do not pass through glass or penetrate as deeply as UVA rays. Most prevalent in summer.

Sunscreen - chemically absorbs the sun's rays.

Sunblock - physically deflects the sun's rays. Within 24 months, federal regulations will phase out sunblock and all sun protection products will be labeled sunscreen. They will be rated for minimum, moderate or high protection. Do They Work? - Both are effective if they protect against both UVA and UVB rays. Product should have an SPF (Sun Protection Factor) of at least 15. Apply sunscreen or sunblock at least 20 minutes before going out; reapply every two hours - more often if you've been in the water or have been sweating.

Sunglasses - Exposure to ultraviolet rays has been linked to cataract formation as well as to age-related macular degeneration. Choose **unbreakable** plastic **lenses** and get an ultraviolet protection of at least 400, which absorbs almost 100% of the sun's UV rays.

Children - need extra protection because most sun damage occurs during childhood and adolescence.

Children under 6 months should not wear sunscreen, because none have been approved for babies that young. Keep these youngsters out of the sun as much as possible.

Rays are strongest between 10 a.m. and 4 p.m. They also become stronger the closer you are to the equator. Water, snow, sand and concrete reflect the sun's rays, and can cause severe burning. Sunburn risk also increases at higher altitudes.

Anyone can develop skin cancer, but people with fair skin, freckles and blue eyes are at a higher risk, as are people with a history of skin cancer in their family. If you already have had skin cancer, you are at a higher risk of developing another.

Aspirin or a nonsteroidal anti-inflammatory drug (NSAID) eases the pain and reduces inflammation (Tylenol will not have any effect on inflammation).

Soaking in a cool tub with powdered oatmeal (the kind made for baths) minimizes discomfort.

Moisturizer or over-the-counter cortisone cream reduces inflammation ("caine" products such as benzocaine, may cause allergic reactions).

Puncture blisters with a sterilized needle to drain the fluid, but leave the skin intact. If the blister covers a large surface (especially on a child) and if it is accompanied by fever or weakness, see a doctor or go to an emergency room.

The American Academy

of Dermatology,

(888) 462-DERM

or (888) 462-3376

The Skin Cancer Foundation,

(800) SKIN-490

or (800) 754-6490

The National Cancer Institute's

Cancer Information Service,

(800) 4-CANCER

or (800) 422-6237

American Cancer Society,

(800) ACS-2345

or (800) 227-2345

Notes: Daily News Special Report

GRAPHIC: PAT CARROLL DAILY NEWS DOUBLE TROUBLE: Barry Elisofon's days in the sun resulted in two kinds of skin cancer. BUDD WILLIAMS DAILY NEWS A BURNING DESIRE: That golden tan favored by sun worshipers may come at a high cost - skin cancer. HELAYNE SEIDMAN

LOAD-DATE: June 03, 1999

11/28/2017

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Pittsburgh Tribune Review

March 9, 2013 Saturday

LENGTH: 488 words

HEADLINE: Peugeot's pay-more strategy boosts GM

BYLINE: By Mark Phelan

BODY:

As the European auto industry continues to disintegrate, PSA/Peugeot-Citroen has a new survival strategy: Embrace the fact that it doesn't sell enough cars, just persuade people to pay more for them.

Of course. Why didn't Packard and Studebaker think of that?

Why should you care? Because General Motors has tied its future to Peugeot. GM owns a piece of Peugeot. It's counting on joint engineering and purchasing with the French automaker to help save its German brand, Opel.

Opel itself spent the past few years trying to convince customers its cars were worth more than they'd been paying. That was one of the many failed stratagems that added up to \$26 billion lost since about 2000, including \$2 billion last year.

Peugeot lost \$6.7 billion in 2012. It's Europe's second-biggest automaker, after the Volkswagen Group, but it can't go on like that for long.

Despite the long-shot nature of a plan that says fewer sales equals more money, there's some reason for hope. Peugeot pulled the trick off recently with its Citroen brand.

Citroen created DS, a sub-brand of small premium-priced cars that use the same underpinnings as its regular cars but offer more style and features. DS has been one of the European industry's few recent successes.

'Smart' stuff

You've heard of the Smart car, but how about the smart vent? It's a feature Chevrolet engineers developed to save weight and make it easier to close the cargo hatch of the new 2014 Corvette.

Smart materials are specially treated so they have useful properties. The irradiated "memory metals" that make some eyeglass **frames** nearly **unbreakable** and help them retain their shapes after being sat on are an example.

In the case of the Corvette, a wire of memory metal attaches to a panel in the rear deck.

An electrical signal changes the wire's shape to open the vent when the hatchback is open. The vent allows air to escape and makes it easier to close the hatch. Then the wire returns to its original shape and pulls the vent closed. The system weighs about 1.1 pound less than a motorized control to do the same thing.

GM says about 200 motorized parts on an average car could be replaced with memory metal.

Hopped-up hatchback

11/28/2017

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Next stop, SEMA? You may never have thought you'd see the king of luxury brands amid the compact tuners, bikini models and LED valve stems at the Specialty Equipment Market Association Show, Las Vegas' annual tribute to automotive excess, but the Mercedes-Benz A 45 AMG hot-hatchback might be at home among the show's tweaked Ford Fiestas, Hyundai Velosters and Honda Civics.

The A 45 AMG features all-wheel drive, a seven-speed dual-clutch transmission and 360-horsepower turbocharged 2.0-liter engine.

The three-pointed Mercedes star is a classic, but I can already hear a shade-tree tuner pondering how much better it'll look backlit with neon.

Mark Phelan is the Detroit Free Press auto critic. He can be reached at mmphelelan@freepress.com

LOAD-DATE: March 11, 2013

Source: [News & Business](#) > [Combined Sources](#) > [US Newspapers](#) 

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