



CONTACT INFORMATION:

Prepared by Jennifer Zhu
Meyers Communications
Dan Meyers / 323.931.4771
dmeyers@meyerscommunications.com

FOR IMMEDIATE RELEASE

MyFirstShades® Goes Xtreme for the Winter Season

Los Angeles, CA – MyFirstShades Eyewear®, the company of award-winning children’s sunglasses has now launched the winter essential for infants and active children: Xtreme Shades. MyFirstShades® believes that infants and children should have the best and affordable sources of eye protection this winter. Xtreme Shades come with no pointy temple arms or metal hinges, thereby guaranteeing both safety and comfort. This line of performance eyewear also features the MyFirstShades® signature neoprene band, which adjusts to comfortably secure the glasses in place. Parents will no longer have to worry about slippage during sports activities! The convenience of the neoprene band, combined with the sleek close-fit design of the frames transform Xtreme Shades to act like ski goggles on the slopes! Xtreme Shades will minimize both peripheral light, and snow and water debris.

Xtreme Shades come in infant and children sizes with a variety of colors. These affordable shades will be your best investment this winter season.

Whether families spend the winter skiing, snowboarding, water-boating eye protection is crucial. Studies issued by the World Health Organization and the American Optometric Association stress that while UV radiation is generally lower during winter months, snow reflection may double an individual's overall exposure. The World Health Organization advises that fresh snow may reflect as much as 80 percent of UV rays, compared to other surfaces such as, grass, soil and water, which reflect less than 10 percent of UV radiation.

In cases of repeated exposure, children are highly susceptible to 'snow blindness', or photokeratitis, a condition caused by excessive exposure of unprotected eyes to ultraviolet light reflected by the

snow. This condition, which can damage the cornea, causes eye pain, extreme sensitivity to light and the sensation of having sand in your eye. Symptoms may not appear until 6-12 hours after exposure.

“As parents, we at MFS Eyewear® want to provide other parents safe and affordable eye protection,” says Lisa Medora, Executive Vice President of MFS Eyewear®. MFS Eyewear® is proud to offer Xtreme Shades, and is dedicated to providing continual eye protection to children regardless of season.

About MFS Eyewear®: MFS Eyewear® was founded in 2001 with the mission of providing eye protection to infants and children, while educating parents on how to best keep their children’s eyes safe. MyFirstShades™ is dedicated to using the safest, most durable resources available to provide fun and colorful shades that encourage expression as well as protection. As such, MyFirstShades Eyewear™ was awarded the iParenting Media Award for continual excellence in providing affordable and durable products.