

Blue light

TOP TIPS FOR HAVING A CONVERSATION WITH A CUSTOMER ABOUT BLUE LIGHT.

- Remember when chatting to customers, Specsavers stance on a blue light filtering lens is that it provides no benefit or added value to vision or eye health in the general population.¹
- Blue light is naturally occurring and is believed to have some positive effects, particularly in relation to circadian rhythms (sleep patterns).
- If a customer works at a computer or uses a mobile a lot, when discussing lens options, be sure to discuss UltraClear SuperClean.
- Remember that blue block lenses only filter around 20% of blue light and the older you get, the more naturally occurring blue blocking you get in your crystalline lens.
- If you get asked about a blue block product, enquire with the customer about why they want it - they might have just been told it will benefit them but don't know how. Good enquiry will help you understand the customer's lifestyle and help you recommend the perfect product for their needs.
- Ensure your customer is wearing adequate protection in sunlight - we know UV is harmful to our eyes.
- Drivewear and driving tint offer a blue block which is perfect for specific tasks like driving.
- Offer advice and strategies to help customers rest their eyes - looking into the distance, blinking, taking a break - these can all help increase comfort levels when working with devices and screens.
- If a customer wants to limit the amount of blue light they are exposed to, here are some things they can do:
 - Use free Apps or inbuilt features that modify the colour of phone screens after sunset.
 - For lighting, use warm white (about 3000K) rather than white, cool white or daylight.
 - Wear sunglasses when outside and especially in sunshine or high glare environments. Remind the customer that they can always speak to the Optometrist for advice.
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- If a customer feels like they might be suffering from digital eyestrain, encourage them to see the Optom for an eye test. You can also encourage regular breaks from screen time if a customer is using a computer or device all day at work.



¹ <https://connect.specsavers.com/products/dispensing-excellence/blue-blocking-lenses/blue-light-lenses-new-info-amp-our-position?url=node/1005001>