



## Lenses for Your Digital Lifestyle

Ask your eyecare professional about lenses with a power boost in the reading if you don't need reading correction and experience eyestrain or eye fatigue at the end of the day.

**Kodak** PowerUp Lenses offer clear, comfortable vision especially for near-viewing activities.

**Kodak** LENS

800.950.5367 | [KodakLens.com](https://KodakLens.com)

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All Day  
Comfortable Vision

**Kodak**  
PowerUp Lens



## Digital Eyestrain

Digital Eyestrain is due to extended use of computers or digital devices. Symptoms include: *eyestrain, redness, dryness, blurry vision, headaches and neck/back pain.*

Symptoms increase with prolonged screen usage and decrease when away from them.



## Busy Lives Lead to Tired Eyes

Modern lifestyles are greatly improved by dependence on digital technology. Instant access to information and a growing array of programs and software aid job performance.

After work, our digital devices help us unwind, connect, and stay tuned to the world around us like never before.

Our eyes are in constant focus on near surfaces causing the eye muscles to get a work out with no relief.

## Empower Your Vision

**Kodak** PowerUp Lenses include built-in image enhancement in the lower part of the lens to assist your eyes while viewing digital device screens. The lens undertakes some of the near-focus burden to ease the muscle strain and keep your eyes feeling comfortable for longer periods of time.



A common rule is to look away from your screen for 20 seconds every 20 minutes, but adding a power boost to the reading area of your lens is also a big help.

