



Clariti Eyewear announce new Anti-Blue Light AirMag[®] Magnetic Clip-On Eyewear Styles

Six New AirMag Eyewear Styles with Blue Light Protective Lens introduced at Vision Expo West Industry Show in Las Vegas

City of Industry, CA - September 14th, 2016 – Clariti Eyewear announces the launch of the very first AirMag Style with Blue Light Protective Lens developed to reduce blue light exposure and eye strain from frequent usage of digital devices. Six new AirMag styles will be presented at the Clariti Eyewear Booth #16111 during the upcoming Vision Expo West Industry Trade Show.

Digital eye strain refers to the eye fatigue that becomes increasingly prevalent with the widespread use of digital devices. "For the second year in a row, eye strain ranks as one of the most common symptoms associated with digital device use," According to the Vision Council's 2016 Digital Eye Strain Member Report.

The new AirMag styles offer a clear blue light protective Clip-on that will magnetically clip-on to your AirMag eyewear frame. The new AirMag Frame styles will include two Clip-ons: a daytime polarized Sunlens which enhances contrast and reduces sun glare and a technologically designed blue light blocking lens Clip-On to reduce blue light exposure that can cause eye strain.

The AirMag eyewear collection celebrates the philosophy of its creators, with sophisticated designs and the finest craftsmanship, showcasing attention to detail, and technologically advanced materials that are characteristics of the brand.

About Clariti Eyewear

Featuring leading edge technology with attention to current fashion trends and styling, each Clariti collection is carefully planned to reflect the needs of your practice with consideration to the dynamic impact eyewear has on today's consumer market. Design, development and distribution of superior eyewear at value price points are the core purpose of Clariti Eyewear.

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