
FOR IMMEDIATE RELEASE

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START-UP LAUNCHES A FASHIONABLE SOLUTION TO DIGITAL EYE STRAIN

A Sydney based start-up BAXTER BLUE has just launched a fashionable range of non-prescription glasses designed to protect eyes of people that **don't normally wear glasses from the dangers of blue violet light as well as** alleviating the symptoms of digital eyestrain brought about by the increasing time that we spend in front of computer monitors and digital devices.

With digital devices now very much part of our everyday lives, digital eye strain is a rapidly growing problem and with the average Australian spending 10 hours a day looking at digital screens, 65% of these people are experiencing digital eye strain with symptoms such as dry, sore, tired eyes, blurry vision and headaches.

The topic of digital eye strain is such a hot topic at the moment that the World Economic Forum recently said; *'Digital Eye Strain is now a real issue'* and *'The harm we are doing to our vision, it turns out could be very real & may get worse, but it is preventable'*.

Recent studies have also shown that exposure to blue light at a young age may have detrimental effects on our children's eyes and can contribute to **retinal damage and macular degeneration. Children don't have pigments in** their eyes (as adults do) to provide some protection, so the blue light can pass straight through to the retina and the damage may be cumulative. In fact, most damage from blue light exposure occurs before children reach the age of 20.

It all started when I attempted to find a solution to the sore eyes I had from spending all day in front of a computer. After some research, I found I had digital eye strain and then visited an optometrist (as you do) and whilst they were able to sell me a pair of blue light filtering glasses without a prescription, I found the whole process cumbersome (as their focus is prescription glasses) and expensive - there was no health rebate from private health which means I was being charged full price for very expensive designer frames.

It was then Aaron thought, "who is protecting the eyes of people that don't need to wear prescription glasses, from the harmful effects of blue violet light from digital screens?" I then set out on a mission to create an affordable range of fashionable computer glasses specifically for people that don't wear prescription glasses - After 18 months of research we have launched our own affordable, very fashionable non-prescription computer glasses for adults and children. We design and manufacture the frames ourselves & the lenses have been specifically developed to filter out the harmful blue violet light. We are able to keep our costs down, as we don't have licensing costs for the designer

brands and cut out the middleman by selling directly to the public through our online store.

What the experts are saying about blue light:

- 1 Harvard Medical School [hyperlink to report]
- 2 The Vision Council [hyperlink to report]
- 3 Review of Optometry [hyperlink to report]
- 4 American Optometric Association [hyperlink to report]

Baxter Blue has also partnered with Restoring Vision to give sight to those in need throughout the world – For every pair of glasses purchased we will provide a person in need a pair of reading glasses.

The solution is Baxter Blue eyewear, a fashionable range of non-prescription glasses that have specially manufactured clear lenses that have been designed to filter out the harmful blue violet light from digital screens and alleviate digital eyestrain.

www.baxterblue.com.au

For a full media kit including images, please click [here](#)

Contact Details

They were targeting business media, as they wanted to be seen as a serious business; they wanted the credibility that comes from an influential third party talking about a product. They also wanted to target fellow businesses as potential customers. The fastest way for the company to grow is as a supplier of blue lens glasses for all staff in big businesses.

They chose to give the story to The Sydney Morning Herald as an exclusive and it paid off. The story ran with the headline, *“Are you in front of a computer all day? Maybe you need glasses,”* across all Fairfax published metro newspapers online including The Age, The Brisbane Times, The Canberra Times and WA Today reaching millions of potential new customers.

The piece included the data they provided, their key messaging about digital eye strain and why people should be wearing blue lens glasses to protect their eyes. It also included the founders’ back-story, [some anecdotes on how they got to launch and it referenced their independent expert.](#)

[Their phones started ringing at 5am the morning the story was published, their web traffic went through the roof, it gave them a sales boost and that all-important credibility they were after.](#)