

HOW TO BEAT ZOOM FATIGUE & BLUE LIGHT...

dp THE EYE EXPERT



Who is DP?

Dhruvin - a qualified Optometrist with over 5 years clinical experience working with the likes of Grand Vision/Vision Express & Walgreens/Boots

He developed Ocushield's medically-rated products as part of a university research project in 2013.

Since then, Dhruvin has qualified as an optometrist and won over 81,920 customers. That's 163,840 healthier, happier, better-sleeping eyes.

His vision is to protect everyones eyes in our digital age especially in the workplace.



What is zoom fatigue

Generally

"The exhaustion you feel after any kind of video call or conference" - Health-line

Adapted

"The exhaustion you feel after after cumulative exposure to screen time"

Because with so many backlit screens and digital devices, we put our eyes under far more strain than we ever used to. On their own, they can't keep up.

Many research studies have shown that blue light emitted from the screens of digital devices affects our eyes, sleep and wider health.

"Blue light from digital devices is a hazard to our eyes & wider health"

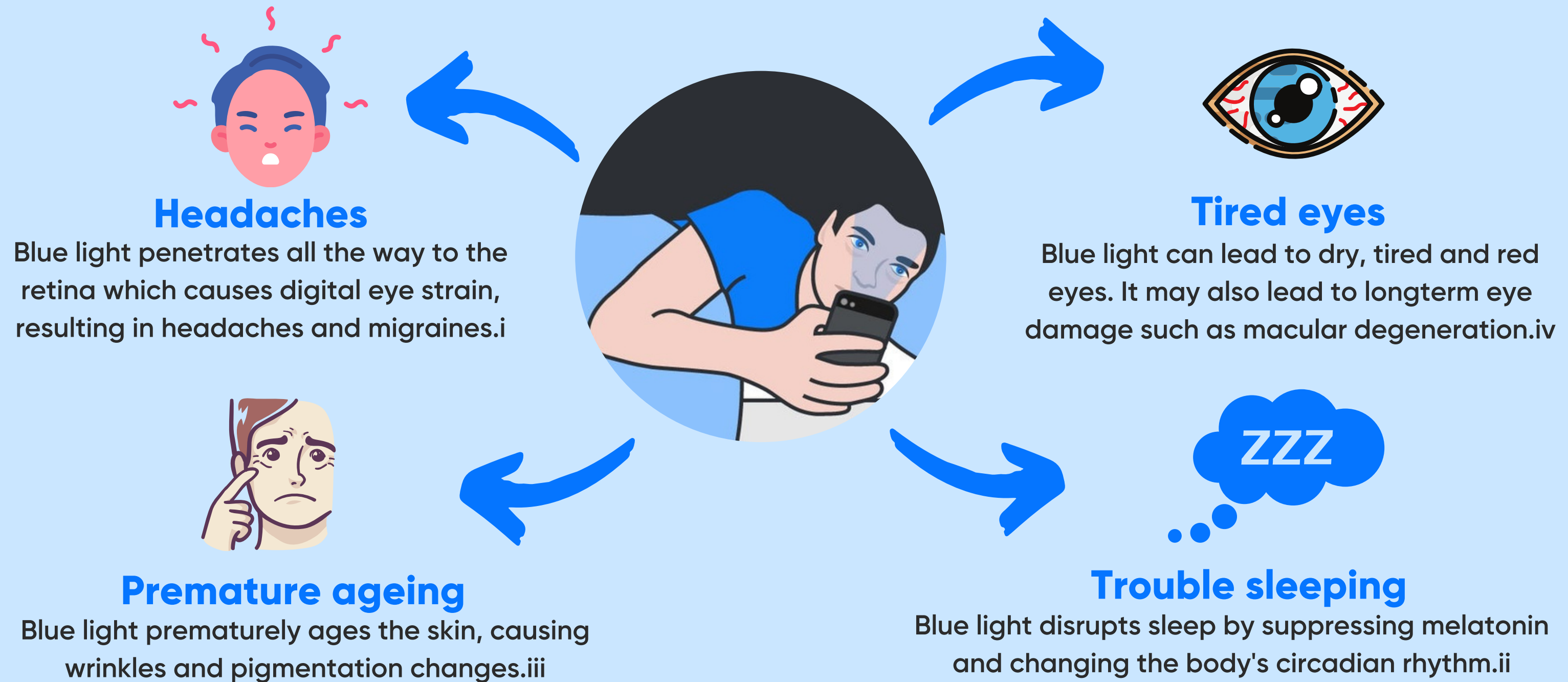


HARVARD
UNIVERSITY



The problem

Research has shown that overexposure to blue light is harmful to sleep, eyes, skin and wider health.



ⁱ <https://pubmed.ncbi.nlm.nih.gov/29797453/>

ⁱⁱ <https://pubmed.ncbi.nlm.nih.gov/32658494/>

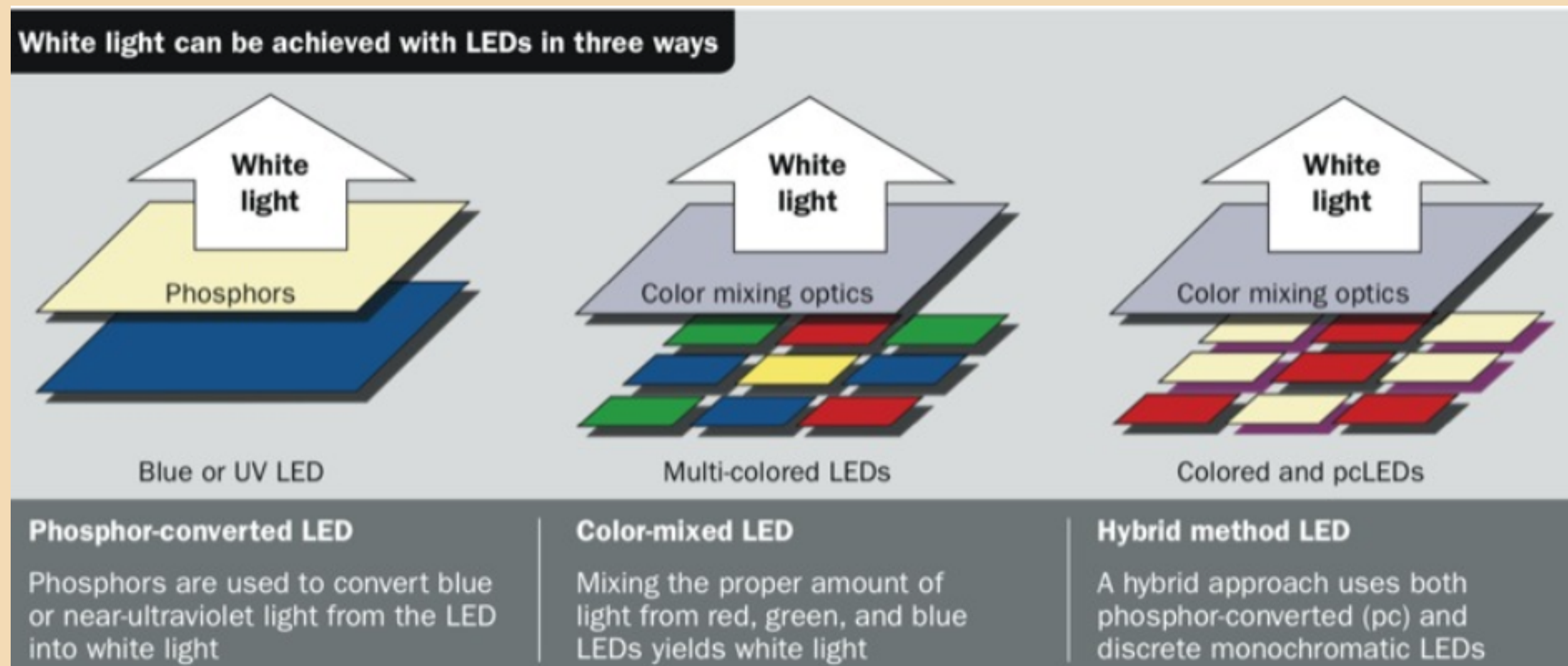
ⁱⁱⁱ <https://www.unilever.com/news/press-releases/2020/sixty-four-percent-of-people-unaware-of-blue-light-impact-on-skin.html>

^{iv} <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6288536/>

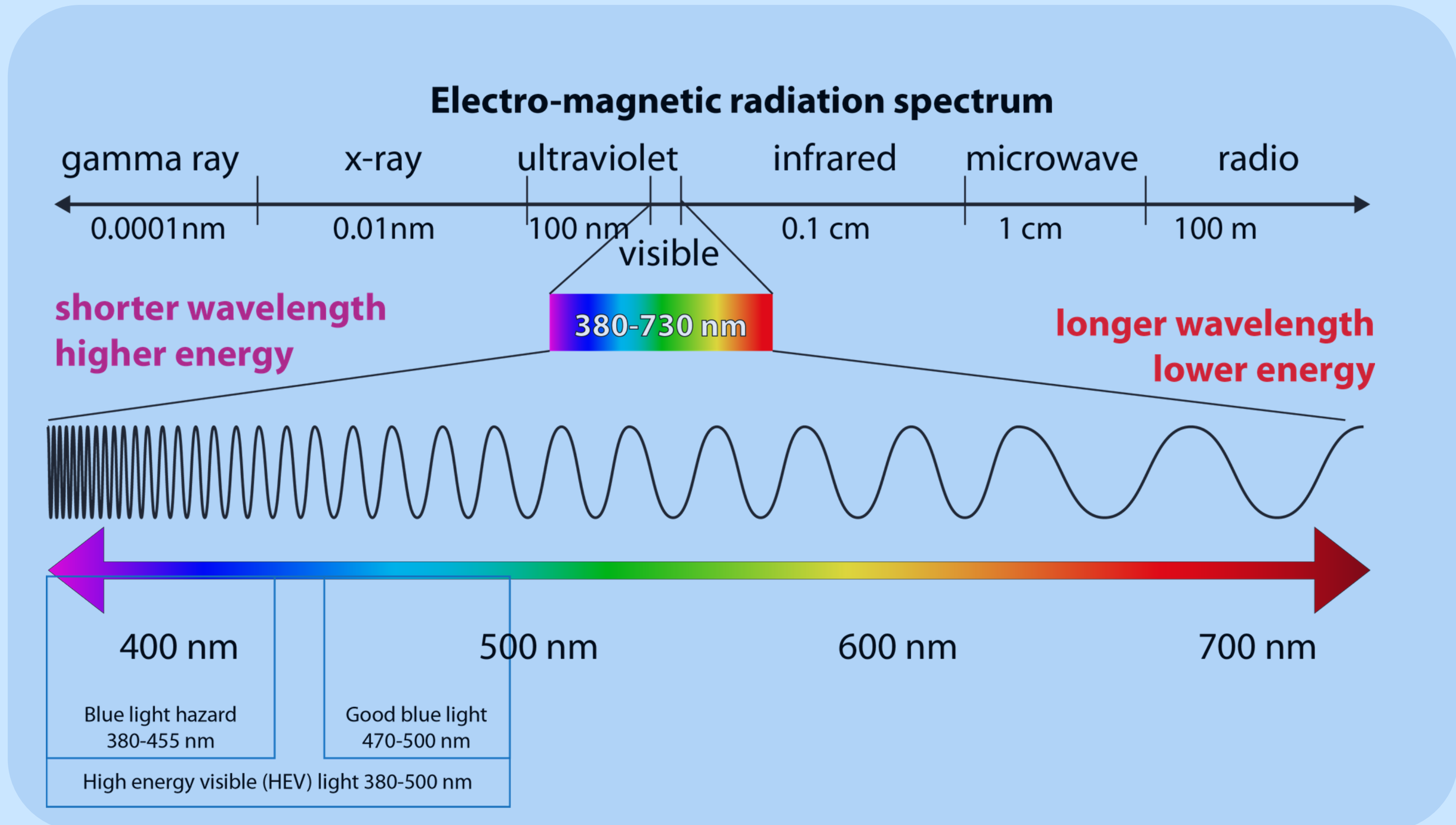


Artificial Light creation

Blue light is everywhere. It's in sunlight. But it's especially common in digital devices: iPhones, laptops, tablets. All those gizmos as well as LED lighting.

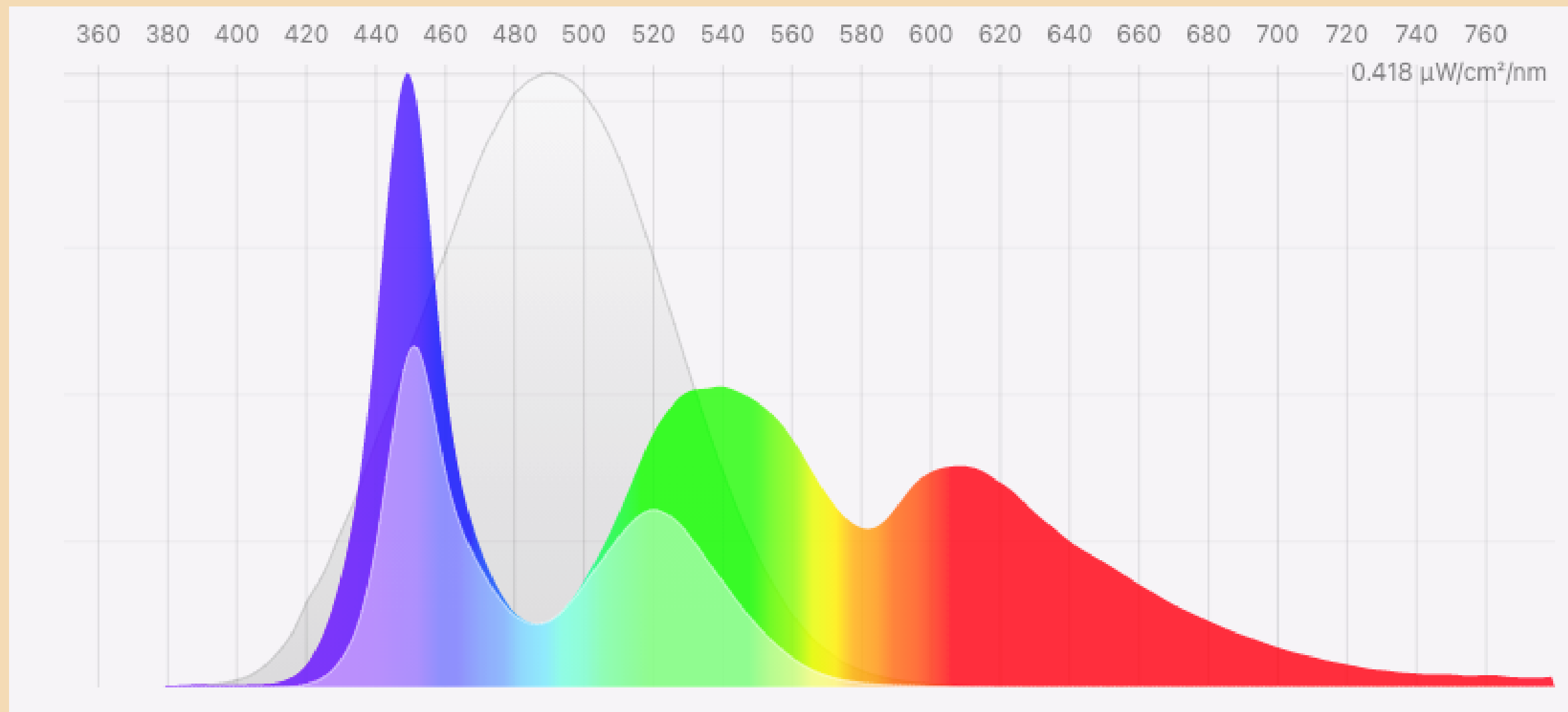


Spectrum of light



Spectrograph

iPad Pro 12.9" 2019



The Eye's & Blue Light

BAD DURING THE DAY

Eye Strain - (CVS - Computer Vision Syndrome) is the No.1 occupational hazard of the 21st century decreasing productivity in the work place.

VF - Visual Fatigue DES - Digital Eye Strain

External

- Burning
- Dry eye
- Irritation

Internal, (blue light a contributing factor)

- Strain
- Ache
- Headache behind the eyes

CFF (Critical flicker-fusion frequency)

When you eyes feel fresh, you feel better, you get more done thus increasing productivity.



Sleep and Blue Light

BAD DURING THE NIGHT

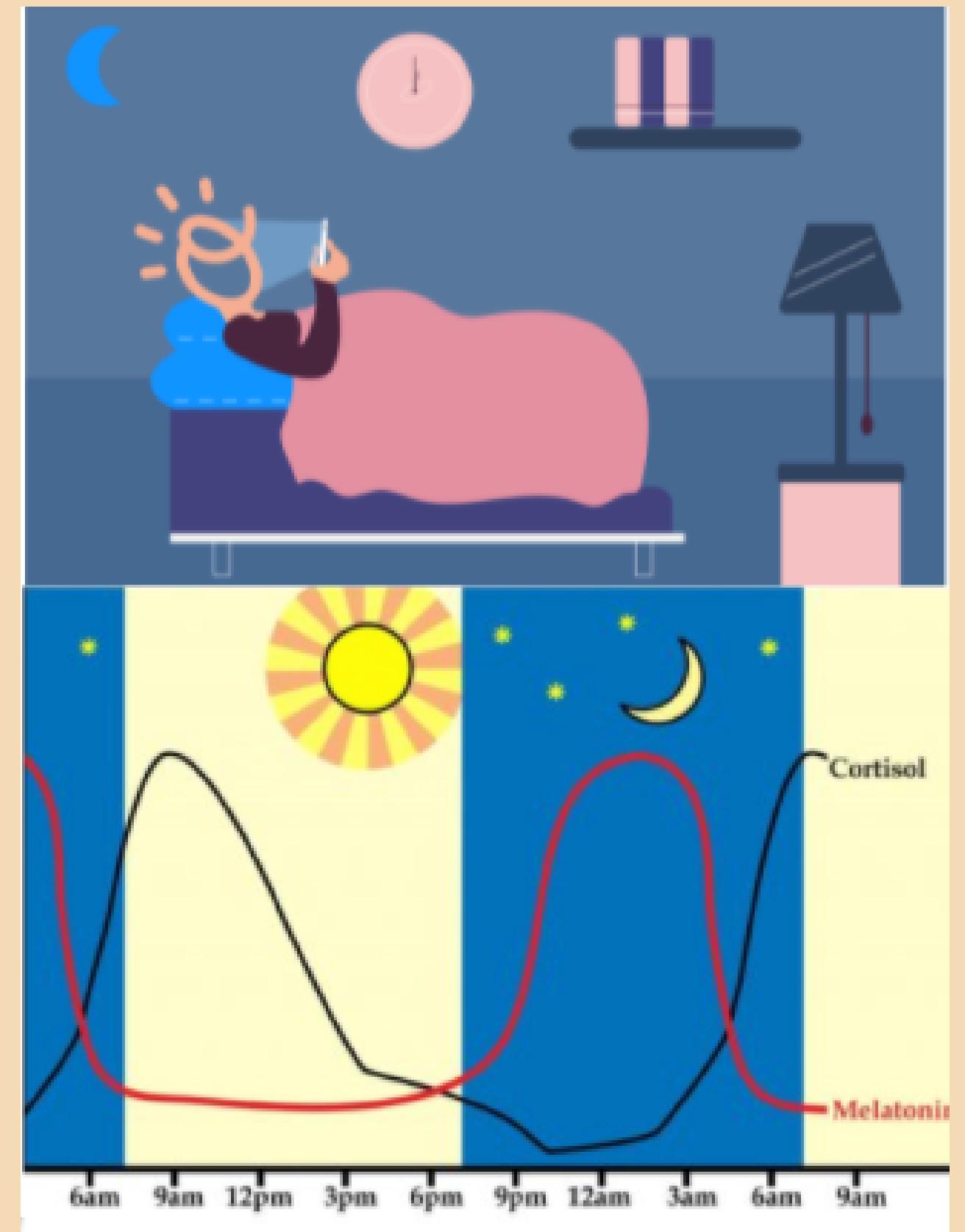
Blue light disrupts the body's natural production of melatonin – the thing that reminds your body when it's time to go to sleep.

Working outside of 9-5

- Do you or employees stop working?
- Screen use right until bed time, recreational
- Shift work

- Rule of thumb, screen time after sunset will disturb the natural sleep process

When you sleep better, you feel better, you get more done thus increasing productivity.



What can be done?

EASY, BUT IMPORTANT TIPS

- Eye examination
- Reduce the brightness of the screen
- Working distance
- 20/20/20 rule



Software solution: night shift

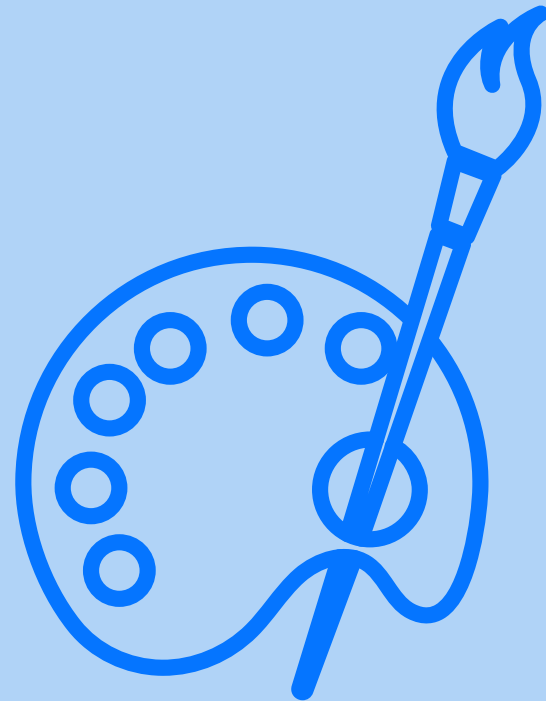


Protection needed 24/7

Software solutions such as Night Shift were originally created for just the evenings, hence the name. But protection is needed throughout the day!

Too much orange?

Night mode can work well in the evenings when you're switching off and trying to unwind, but it's not a practical solution for those working in the daytime, especially for those who need clear colours. If this is the only solution, you're likely to keep it off during the day, only protecting yourself at night.

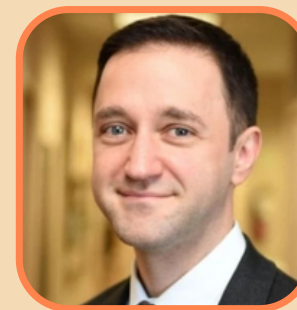


Physical Filters



At Ocushield we're proud to have developed the only screen protector in the world to have received a Class 1 medical rating by the MHRA. That's the same body that approved the vaccine against Covid-19.

[Watch our TV ad](#)



Dr Nikola Ragusa - New York's leading glaucoma and laser cataract surgeon.

"I recommend Ocushield's products to all of my patients who work in front of screens regularly or the Zoomer generation, this is a must."



Dr Whitney Roban, PhD - New York's leading family & corporate sleep Doctor

"One of the products I absolutely swear by for better sleep is Ocushield's blue blocking screen protectors."



Dr Saliha Afridi - A leading USA/UAE Licensed Clinical Psychologist

"What I really appreciate about the Ocushield blue light screen protector is that it does not change the appearance of my screen at all (unlike my phone's "Night Mode" or other protectors)."



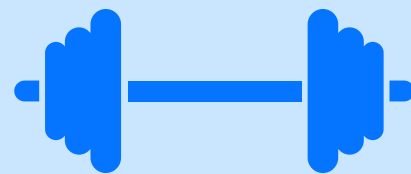
Blue light blocking glasses



We've developed a new range of FDA approved blue light blocking glasses, so you can be safe whilst looking stylish!



Lightweight,
weighing only
20g per pair



Made of a strong
material that
does not snap or
break easily



Providing a crystal
clear picture with
95%+ clarity



Ready for retail
packaging – with
reduced plastic

Including FDA approved added protection from harmful blue light, UV filter, anti-fog and anti-smudge - with a hardcase and cleaning cloth.



Lighting



Oculamp - The all-day, all-night light.

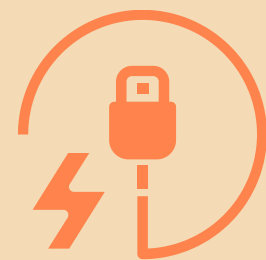
Users can control the lighting in their environment with a digital touchpad that provides three colour offerings - neutral white, cool white and warm white.



Contemporary
modern design



Portable &
lightweight



Fully charged in
3 hours for up to
20 hours of use

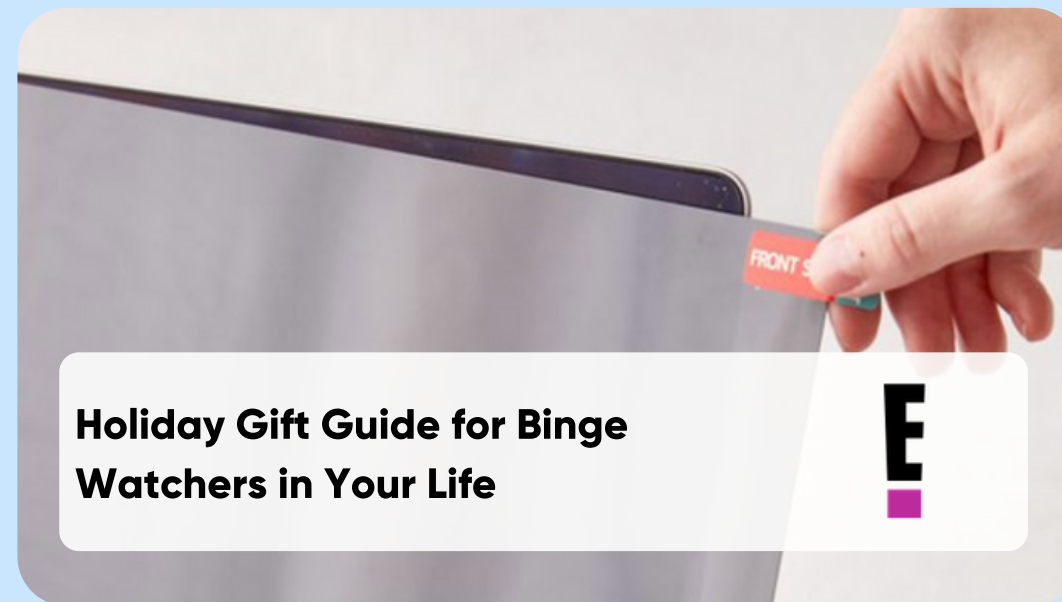
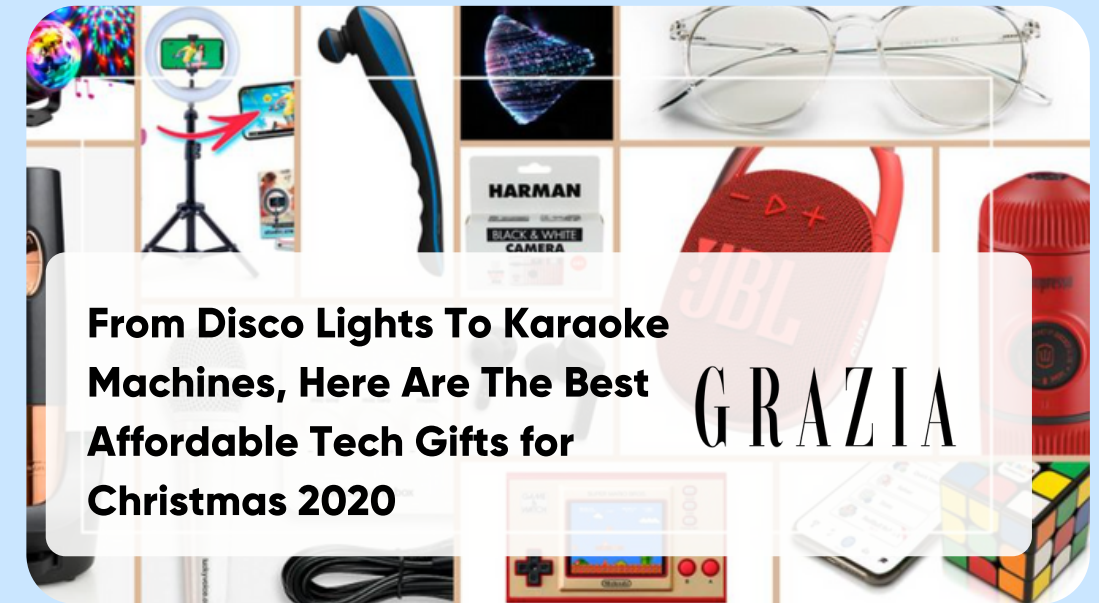


Reduced blue
light and flicker
free lighting



Press coverage

Blue light & Ocushield has featured in popular publications across the globe, here are our latest mentions:



Conclusion

Blue light and the associated health impact is a problem that's here to stay.

The short and long-term impact of blue light is a large and growing concern – especially during this period where employees are increasingly working from home and facing newer problems such as **Zoom fatigue**.

Are you going to be a part of the blue light revolution?



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