

www.oaa.org



www.opticiansma.org



www.thinkblink.it



www.tearfilm.org



think

healthy eyes are a blink away

Did you know that blinking can be helpful for your vision?

The simple act of blinking flushes fresh tears over the eye, re-moisturizing & keeping foreign matter and irritants out.

Approximately 30 million people are living with dry eye in America.

Dry eye is rising at an alarming rate due to the explosive use of screen devices which reduce blinking. Excessively staring at screens is exacerbating dry eye & ocular discomfort.

World-renowned dry eye expert, Dr. Donald Korb, recommends following the 20/20/20 rule:

Every 20 minutes, close your eyelids shut & then squeeze lightly for a count of 2. Open and then look 20 feet across the room for 20 seconds. This blinking action activates your distance vision & rests your eyes! Take time to look out a window or simply close your eyes.

Think Blink & share the message!

Join the worldwide "THINK BLINK" campaign & help us draw attention to eye health, blinking inhibition & the global rise of dry eye.

Music for your Eyes

"*Blink Around the World* is a fun way of generating awareness & invites people to creatively think about eye health," says Amy Gallant Sullivan, of the Tear Film & Ocular Surface Society (TFOS) and Think Blink campaign creator.

Read more: tearfilm.org

Watch our video on YouTube: [TearFilmSociety](https://www.youtube.com/TearFilmSociety)

Follow us on Twitter: [@Eyeppl](https://twitter.com/Eyeppl)

Buy the song *Blink Around the World* on tearfilm.org, [iTunes](https://www.apple.com/itunes) and [Amazon.com](https://www.amazon.com)

Proceeds from the sale of
Blink Around the World will benefit
TFOS & help people see.

