

The importance of eye comfort



Research shows Americans are looking to improve their well-being but are missing something right in front of their eyes – **their lighting.**



Survey sample: 1,000 Americans aged 18 and older



More than three-quarters of Americans surveyed say they are somewhat or very active in managing their health and well-being

78%



But less than half consider caring for their eyesight to be a top well-being priority

48%



34%

In fact, only one-third think about how well they see when tracking their overall health



Americans take preventative measures to protect their eyesight



51%

visit the eye doctor on a regular basis



57%

wear sunglasses on a regular basis

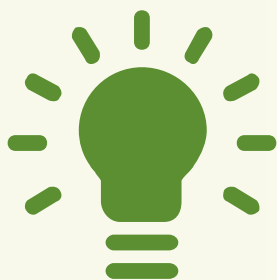


45%

rest their eyes throughout the day



Americans report spending an average of **7 hours per day** in front of screens



73% recognize that light quality affects their eyesight



Yet less than **4 out of 10 people (37%)** use light bulbs that are more comfortable for their eyes as part of their well-being regimen

When shopping for light bulbs, most Americans don't consider light quality, eye comfort or their well-being at home

\$60% price



54% lifetime



49% energy efficiency



29% quality of light



21% comfort on eyes

Comfortable light from the **world leader in lighting**



71%

of Americans are concerned about their eye sight deteriorating as they grow older

72%

believe that their eye health can be positively impacted by their lifestyle choices

Nearly **3 out of 5**

believe light quality and quality lighting are key to promoting well-being at home

Taking better care of yourself can be as easy as changing a light bulb. Philips LEDs are not only energy-efficient and long-lasting but are also designed for the comfort of your eyes.