THE EYE-OPENING TRUTH ABOUT NIGHT DRIVING

EyePromise®
Live in focus.

DOES DRIVING AT NIGHT MAKE YOU ANXIOUS?

YOU'RE NOT ALONE.

It can be embarrassing to admit it, but many of us can't stand the thought of driving at night. Glare from oncoming traffic, low light conditions, and not being able to see the road clearly are all legitimate fears.

In fact, according to results from a 2017 study, 40% of people feel uncomfortable driving at night by the age of 40. This study also suggests that most Americans alter their driving habits during darkness. Among precautions taken when driving in the dark:

- 42% of respondents say they drive more slowly than usual
- 30% say they only drive in familiar areas or on well-lit roads
- 25% limit the length of their trips
- 24% say that they even have someone else drive to avoid night driving

Most night driving issues can be organized into three main categories:

- Low-light conditions
- Glare disability
- Recovery and reaction time

COMMON PROBLEMS

1. Glare and blinding light from an oncoming car's headlights not only disables vision in the moment, but there is a period of time afterwards while the eyes recover where people are left driving blind. A 5-second recovery time at 60 miles per hour leaves 450 ft. or 1.5 football fields unseen. In fact, glare is one of the most common night driving vision issues, with 1 out of 4 survey respondents reporting that they feel unsafe driving at night due to glare.

2. Low-light conditions make it harder for the eyes to see contrast, which makes it difficult to identify objects and gauge their distance. It's much more difficult for a person to make out an object or person in the street, accurately measure how fast they are moving, or know how far away they are from an object at night versus during the day.

3. Reaction time is slower at night. The National Safety Council (NSC) reports that 90% of a driver's reaction depends on vision, which is limited at night and leaves a person's ability to spot danger and react compromised. When considering that a typical driver makes two decisions per mile and has less than half a second to react and avoid a collision, it's easy to see why improving night vision is in everyone's best interest.

NUTRITION CAN IMPROVE YOUR VISION AT NIGHT

What you eat directly affects your vision. Science shows that incorporating a zeaxanthin and lutein vitamin into one's diet can improve contrast sensitivity while driving at night, reduce glare and the time it takes to recover from a bright light, and improve reaction time.

Zeaxanthin

Zeaxanthin is an antioxidant that can be found in the skin, brain, and eyes. Zeaxanthin helps protect vision from harmful blue light exposure and improves quality of vision (which helps when driving at night).

Although it's critical for healthy vision, our bodies don't produce zeaxanthin on their own, meaning we need to eat enough zeaxanthin to support our eyes. This antioxidant can be found in foods like peppers and corn, but it can be difficult to get the amounts you need through diet alone. The next best option is taking eye vitamins that contain the levels of zeaxanthin you need (at least 8 mg a day).

Lutein

Lutein is another antioxidant that works with zeaxanthin to absorb blue light and protect our eyes from damage. Lutein, when paired with zeaxanthin, completes our internal protection that helps our eyes see at their very best.

Lutein can be found in kale, spinach, canned green peas, collards and carrots, but like zeaxanthin, it can be difficult to get the amounts your eyes need to see well while driving at night through food alone. Eye vitamins are a great way to sustain that antioxidant protection.

See Better. React Faster.

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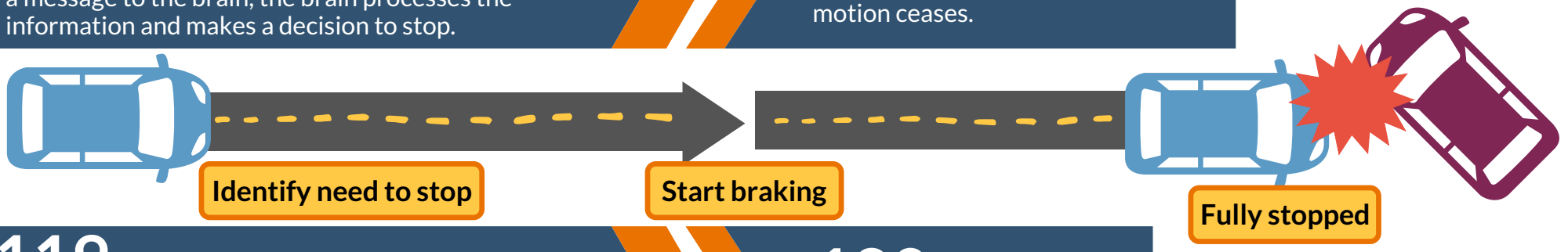
What a 10% improvement in visual processing speed and reaction time* can do for a driver.

University of Georgia researchers demonstrated that supplementing with EyePromise vitamins over 4 months improved visual processing speed and reaction time by 10% in young, healthy adults. So, what could this mean to drivers who have only seconds to make a decision to stop at 60 MPH?

WHAT IS VISUAL PROCESSING SPEED?
Visual processing speed is the speed at which our eyes and brain communicate.

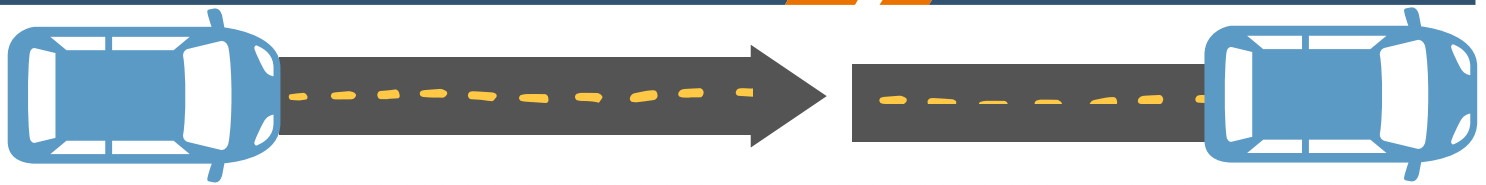
132 FEET
DISTANCE TRAVELED WHILE DECIDING TO STOP (BEFORE SUPPLEMENTATION)
The average driver travels 132 feet while their eyes send a message to the brain, the brain processes the information and makes a decision to stop.

180 FEET
DISTANCE TO STOP
The average car takes 180 feet from engaging the brake until forward motion ceases.



119 FEET
DISTANCE TRAVELED WHILE DECIDING TO STOP (AFTER SUPPLEMENTATION)
A 10% improvement in visual processing speed and reaction time **can** reduce the distance it takes for a driver to stop because they can react quicker.

180 FEET
DISTANCE TO STOP
The average car takes 180 feet from engaging the brake until forward motion ceases.



13 FEET
The safety margin after supplementation

A 10% improvement in visual processing speed and reaction time can give a driver a 13 ft. edge by enabling them to stop sooner.

Click here to learn how you can improve your vision and relieve your fear of night driving.