

PRESS RELEASE

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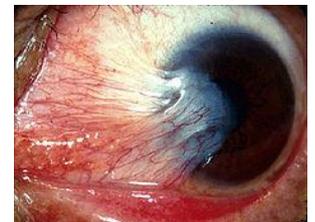
Wiley X protects your eyes to the maximum

Don't take your vision for granted, regular sunglasses might not protect you from dust, wind and harmful UV rays. But, Wiley X has got you covered.

Leading sunglasses and protective eyewear brand Wiley X has got the complete package when it comes to protecting your eyes. Just wearing sunglasses might not always be enough. Dust, lack of humidity, wind and harmful UV rays can all damage your eyes, as professional angler, editor and fishing filmmaker Emiliano Gabrielli knows all too well.

Emiliano has had a passion for fishing for the last 32 years, but being in harsh environments has not been kind to his eyesight...

Emiliano explains: *"I have spent thousands of hours with a rod in my hand. I have fished almost everywhere in the world and enjoyed the Mediterranean, Tunisia, Kenya, Madagascar, Mexico, Argentina and the Dominican Republic – just to mention a few. I have hunted all the important species and succeeded in catching most of them. But all of this comes at a personal cost. The thousands of hours on the water in sunny conditions with lots of wind in my eyes have given me some significant eye problems. I was recently diagnosed with an eye problem called **pterygium**. It is caused by ultraviolet-light exposure (sunlight passes unobstructed from the lateral side of the eye), low humidity and dust to the eyes.*



(Model-picture)

"At the moment the situation is under control, but it could be a serious problem in the future if I will not take care of my eyes".

Thankfully, Wiley X's range of sunglasses are the only ones on the market designed as truly protective eyewear and have a range of innovative features that will help Emiliano limit any further damage to his eyesight.



Thomas Wæver, the European Vice President and Outdoor Director of Wiley X Europe explains: *"Wiley X takes eye protection very seriously. As a matter of fact, Wiley X is the only sunwear manufacture in the world whose entire sunwear line is certified as protective eyewear. Furthermore, Wiley X has a Facial Cavity seal in its Climate Control series, that blocks out dust, sight- as well as backlight preventing those harmful Ultraviolet-light rays hitting the eyes."*

Emiliano is happy to continue pursuing his passion, safe in the knowledge that Wiley X will be there protecting his precious eyes: *"In order for me to prevent the problems to grow, I had to find polarized eyewear that was not only great and comfortable to wear, but also could give me the protection I need for my eyes and would allow me to stay out on the water in the strongest tropical sunshine for hours, as this is where I belong".*

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"In Wiley X eyewear I have found the full package. Wiley X glasses, with their unique gasket system, protect me against the harmful Ultraviolet-light rays and strong wind, as we often move the boat at speeds up to 40 knots an hour or more."

"This great eyewear allows me to "read' the fishing situation under the surface and I feel completely protected from flying hooks, spoons or wobblers during the casting in the boat."



"I wish I would have used Wiley X protective eyewear sooner preventing me from having these eye problems, but at least now I know I will be fully protected," concludes Emiliano.

Emiliano's lesson is an important one. Many anglers are well aware of protecting their skin from the harmful UV rays of the sun, but protecting your eyes is just as, if not more, important. Wiley X has you covered.

ABOUT WILEY X

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand whose entire sunwear line is ANSI Z87.1-2010 and EN.166 rated.

Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many European forces.

All sunwear models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact – the most stringent in the world. This is extremely important as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide.

To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.



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