



NEWS ADVISORY

June 28, 2016

**EYETIQUE EDUCATING THE PUBLIC ABOUT SPECIAL GLASSES  
TO HELP COLOR BLIND MEN & WOMEN SEE COLORS**

**What**

Fashion eyewear retailer Eyetique ([www.eyetique.com](http://www.eyetique.com)) is sponsoring two 90-minute seminars explaining how glasses developed by Berkeley, CA-based EnChroma ([www.enchroma.com](http://www.enchroma.com)) can help color blind people see colors more clearly than ever. The seminars will also give individuals with Color Vision Deficiency (CVD) an opportunity to test glasses with a special optical filtering technology that re-establishes the correct balance among signals from the eye's three photo pigments – red, green and blue.

**Why**

Red-green color blindness affects 1 in 12 men (8%) and 1 in 200 women (.05%), and can create challenges in everyday living such as selecting clothes that match, functioning in office and school environments (“get the green folder”), and seeing traffic lights clearly.

**Who**

Vision experts who can explain how the glasses work, and test subjects who can explain how the glasses have reduced or eliminated their CVD.

*BrieAnn Voeller, Customer Liaison, EnChroma*

*Norman Childs, Founder & Owner, Eyetique*

*Lauren Pastucha, Doctor of Optometry, Eyetique*

*Adam Speece, Retail Director, Eyetique*

*Dr. Arpad Sooky, EnChroma Lens Tester*

**Where**

Eyetique Corporate Headquarters  
1201 Banksville Road  
Pittsburgh 15216 (Beechview -- near Ft. Pitt Tunnels)

**When**

Saturday, July 9  
10:00-11:30 a.m. & 1:00-2:30 p.m.

**Contact**

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