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GET YOURSELF IN VIEW FOR WORLD SIGHT DAY

October 9 is World Sight Day when people across the world will be joining forces to highlight the importance of good vision.

Some 2.5 billion people around the world are suffering from uncorrected vision problems. The more we can raise awareness about vision care, the more we can bring down these numbers. In fact, 80% of vision problems can be prevented or easily treated – for example with regular eye checks and effective vision correction. And an easy way to help spread the word is by communicating the importance of healthy vision to the world.

You can help by joining the global conversation on World Sight Day. Here are four easy steps to raise awareness:

1. **Write a simple message about the importance of good sight** – see what others are saying,
2. Make sure you **add the hashtag #BetterSightBetterLife**,
3. **Take a picture of yourself** with your message,
4. **Share with us on [Essilor's Facebook page](#)** or via Twitter using the #BetterSightBetterLife.

Help us continue improving lives by improving sight on World Sight Day 2014.



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