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**bluwinx, a New Advanced Blue Light Protection Company, Launches Eyewear
To Provide Top Quality Protection for Children, Teens, and Adults
Just in Time for Sleep Awareness Week**

With leading designer brand name frames: BCBG, Steve Madden, and Stylewise

New York, N.Y. March 13, 2018 – **bluwinx**, a leading blue light lens protection company, has announced a line of ophthalmic quality prescription, non prescription readers and planos glasses that have revolutionized blue light protection for children, teens, and adults. **bluwinx** glasses are engineered to filter the actual blue light emitted from cell phones, tablets, computers, and televisions better than any other lens on the market today, providing protection that you can notice. By partnering directly with manufacturers and offering its glasses directly to consumers, **bluwinx** can offer its high-quality glasses in most cases at 40% off retail prices.

With over 2/3 of Americans spending nine hours of the day on a digital device, the rise in sleep disorders, blurred vision, eye strain, headaches, and other serious health related problems have increased substantially. “You wouldn’t spend hours at the beach without sunscreen, why would you spend hours staring at your electronic devices without eye protection?” says co-founder and sleep expert, Joe Petrolla. “**bluwinx** is for your eyes as sunscreen is for your skin.”

bluwinx was founded by a group of entrepreneurial parents with the common goal of offering families the best quality protection against harsh blue light. The **bluwinx** collection encapsulates the ingenuity of its founders, with innovative designs and leading-edge protective technology. The **bluwinx** collection are the only products available that focuses on and protects children from the dangerous onslaught of blue light from electronic devices.

As the use of digital technology becomes more prevalent at schools, the workplace, and at home, **bluwinx** protective lenses offer a variety of frame styles and colors perfect for the whole family. “**bluwinx** glasses are the best and most effective ophthalmic quality blue light filtering lenses made in the U.S” reports co-founder and parent of two young children, Ed Kiernan. By offering a variety of products designed to filter dangerous blue light, **bluwinx** glasses improve the daytime overstimulation and the negative nighttime effects of blue light on the quality of sleep.

Partnering with a leading U.S based ophthalmic glasses manufacturer, **bluwinx** offers over 1,300 styles in prominent designer brands such as Stylewise, BCBG, and Steve Madden, while keeping consumers healthy in an increasingly digitally based environment. By filtering out the most dangerous range of blue light, **bluwinx** is redefining blue light protection eyewear at an affordable price and has become the most effective solution for children, teens, and adults on the market today. **bluwinx** provides protection that you can notice.

About bluwinx

bluwinx glasses are the most effective ophthalmic quality blue light filtering lenses that filter the harmful blue light emitted from electronic devices. These redefining blue light protection eyewear lenses prevent blurred vision, eye strain, fatigue, headaches and sleep disorders including insomnia. The lenses used in **bluwinx** glasses are designed to filter the right intensity and amount of blue light making them the most effective solution in improving the daytime overstimulation and negative nighttime effects of blue light on our quality of sleep compared to other competitive options on the market today. To learn more, go to <https://bluwinx.com>