

Media Alert

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The secret to A+ homework? New research from Philips Lighting suggests that parents believe quality lighting is key for concentrating during studies

When it comes to our children's well-being we have an infinite number of worries and concerns, from the friends they make, to the TV shows they watch, to the foods they eat; the list goes on... Research from Philips Lighting, however, now shows that one of the biggest concerns for parents globally is their children's eyesight. It comes up a time when the World Health Organization is predicting that one in two people will be short sighted by 2050¹.

How well their children can see causes parents the highest level of concern when it comes to their children's well-being, in fact over half of parents (52%) cite this as a worry. Eyesight even rates marginally higher in a parent's long list of anxieties than a child's academic performance (51%) and their mental health (51%). This at first may seem surprising, but on further consideration, eyesight is actually an incredibly valid concern. The health of our eyes is essential to all of our daily tasks, whether that's getting dressed, eating, moving around or studying. Eye care then, should rightly occupy a place on a parent's list of concerns, as it's incredibly important to a child's development and academic performance alike.

One factor that the majority of parents do seem to be very conscious of when it comes to their children's eye comfort is screen time. While children spend on average three hours a day globally in front of screens, 71 percent of parents state that they would limit the time children spend in front of a screen. However, there are a number of other factors which can significantly impact on children's eye comfort, for example quality of lighting, which parents should also be considering.

While 79% of parents worry that studying under poor flickering light will strain their children's eyes, surprisingly only a third of people (32%) would purchase a bulb based on how comfortable the light was for their eyes. This is despite the fact that 72 percent of those surveyed feel that quality lighting is key to promoting well-being at school and 69 percent of parents globally agreeing that quality lighting is vital to improving their child's performance academically.

"Awareness around the importance of quality LED lighting is growing and this is very positive," says Rowena Lee, Senior Vice-President for BG LED at Philips Lighting. "However more parents need to begin acting on their knowledge, by providing the right light for children to play, study and concentrate under. Quality LED lighting can make a real difference to children's eye comfort."

For more helpful ideas on how to improve children's eye care, take a look at our list of top tips for comfortable eyes:

¹ The impact of myopia and high myopia, March 2015 – World Health Organization

Top tips for comfortable eyes

- **Invest in quality LED lighting**, such as Philips LEDs. With no flickering, children can study under them in comfort, without the risk of eyestrain or headaches
- **Encourage your children to spend more time outside.** Natural light has been shown to be beneficial when it comes to improving eye comfort, so encourage your children to play in the garden or take them for a trip to the local park. The World Health Organization suggests that at least two hours a day spent outside is most beneficial²
- **Limit screen time.** While this may be difficult with our daily lives now heavily dominated with phones, computers and televisions, suggest your children spend time away from screens by playing outdoors or reading a book
- **Give their eyes a rest.** If your children are spending long durations under artificial light or in front of screens, ensure they are regularly resting their eyes by closing them for 30 seconds
- **Provide your children with a diet that supports eye health**, by incorporating leafy vegetables, oily fish and citrus fruits in to their meals
- **Practice eye yoga**, use simple eye yoga exercises to reduce eye strain and improve comfort
- **Take your children for regular checkups with an eye doctor/optician**, to ensure you are getting a professional opinion on the health and vision of your children's eyes

The “comfort criteria”

Philips Lighting has developed detailed testing conditions – “comfort criteria” – to assess flicker. Within this criteria, Philips LEDs are checked to ensure they pass the high standards required while providing energy efficiency and an average lifespan of over a decade.

Consumers can enjoy comfortable lighting with Philips LEDs, including:

- [Philips LED A60 bulb](#) - is the most popular bulb in the range
- [Philips LED A60 bulb \(frosted\)](#) - the classic and familiar bulb shape
- [Philips LED A60 clear filament bulb](#) - visible filaments are designed to be seen and look good, off and on
- [Philips LED GU10 spot](#) - the most popular spot in the range

For more information, visit www.philips.pl/led

About the research

All figures, unless otherwise stated, are from research undertaken by ResearchNow. Research was conducted in July 2017, polling over 8,000 adults from eleven different markets; China, Czech Republic, France, Germany, Indonesia, Poland, Spain, Sweden, Thailand, Turkey and USA. The surveys were completed online.

For further information, please contact:

² The impact of myopia and high myopia, March 2015 – World Health Organization

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About Philips Lighting

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.