



What price would you pay?

([PRWEB](#)) November 27, 1999 -- What Price Would you Pay to Increase Your Teen's Safety on the Road?
by Susie Mercer

You are the parent of an active, healthy teenager. She makes good grades and participates in lots of after-school activities. She also has a part-time job and a boyfriend you actually like. But all of these things mean that she often drives in the dark — sometimes before and after school. Consider these frightening facts:

- Motor vehicle crashes are the leading cause of death for people ages 15 to 20 years old. (National Center for Health Statistics)
- In 1998 almost 8,000 drivers between the ages of 15 and 20 were involved in fatal crashes. (National Highway Traffic Safety Administration)
- In 1998, more than 24,000 automobile accidents occurred after dark. (Fatality Analysis Reporting System of the Department of Transportation)

If you could set a price on improving your teen's chances of arriving home safely, what would it be? \$1,000? \$2,000? What if that price were just \$69.95? Any concerned parent would jump at the chance.

Be sure that your loved ones have a fighting chance on dark roads. The Eyemax, by Luxen Corporation, reduces dangerous glare by up to 60 percent, not only increasing visual acuity, but also preventing eye strain, fatigue and highway hypnosis — all of which can be contributing factors in auto fatalities.

Eyemax is a small device that is mounted on the upper left corner of the windshield. It is about the size of a personal pager, and is powered by your car's battery. Eyemax is effective on tinted or non-tinted windows, requires minimal installation and, best of all, requires no maintenance.

For the techno-savvy: Eyemax has a special scattered filter with an array of prisms that produces a particular thermic radiation, with the wavelength between ultraviolet and visible zone in parallel with the windshield. The result is a mirror effect in the windshield, which changes the reflected factor when oncoming beams hit the windshield.

\$69.95 is a small price to pay when the life of your child is at stake.

For more information on Eyemax, check out the Luxen Corporation Web site at <http://www.luxen.com/default.asp>



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