



Polaroid Sunglasses launched an international campaign to increase understanding of the risks of UV radiation. As part of the campaign, the brand has also launched a free app that measures UV radiation and alerts users when it reaches dangerous levels.

The Polaroid UV Alert app also includes information about Polaroid polarized sunglass lenses and lens technology, detailed information on UV radiation protection and clear directions to where to buy Polaroid sunglasses. Polaroid uses only UV400 polarized lenses, which are designed to block all harmful UVA, UVB and UVC rays and do not allow horizontal light to pass through, eliminating glare and providing clear vision and accurate color perception.

The app, which is designed exclusively for iPhones and the Apple Watch and compatible with iPads and the iPod Touch, is available for download from the [Apple's iTunes Store](#).