

ADVANCE NOTICE

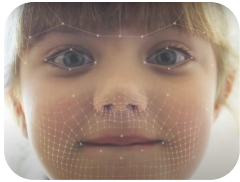
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NEW EYEZEN® KIDS—LAUNCHING APRIL 12TH

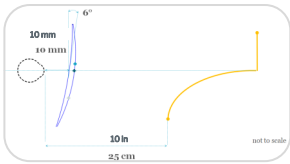
Eyezen® Kids

New Eyezen® Kids lenses are designed for children between the ages of 6-12 years old and are uniquely optimized for how children see the world. Unlike adults, children tend to be “eye movers” and subsequently use a larger surface of the lens. With Standard Single Vision lenses, aberrations occur in the periphery of the lens, a zone highly favored by children. Eyezen Kids lenses take into account 3 children’s parameters: their **morphology**, **object distance** and **gaze directions**, to provide them with a better all-around visual experience¹. Eyezen Kids lenses also help reduce exposure to Harmful Blue Light by at least 20%².



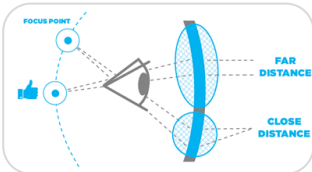
Morphology

Children have different facial features than adults as they continue to grow that are not addressed with standard single vision lenses. Eyezen Kids lenses take into account children’s distinct facial features by adapting the lens calculation to include children’s standard measurements for Vertex, Pantoscopic Tilt, and Wrap Angle³.



Object Distance

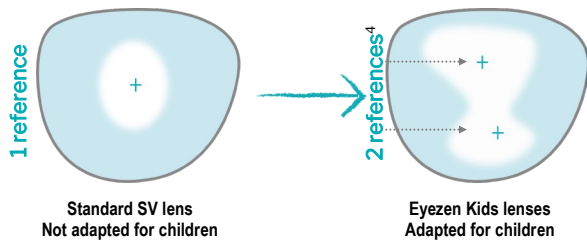
Children’s stature and their arms are shorter than adults and therefore they look at objects at a closer distance. Eyezen Kids lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



Gaze Directions

Eyezen Kids lenses take into account that children are eye movers and use the upper part of the lens and the periphery more than adults. Eyezen Kids lenses are optimized in all gaze directions to provide the wearer the right power in all parts of the lens, not just at one central point.

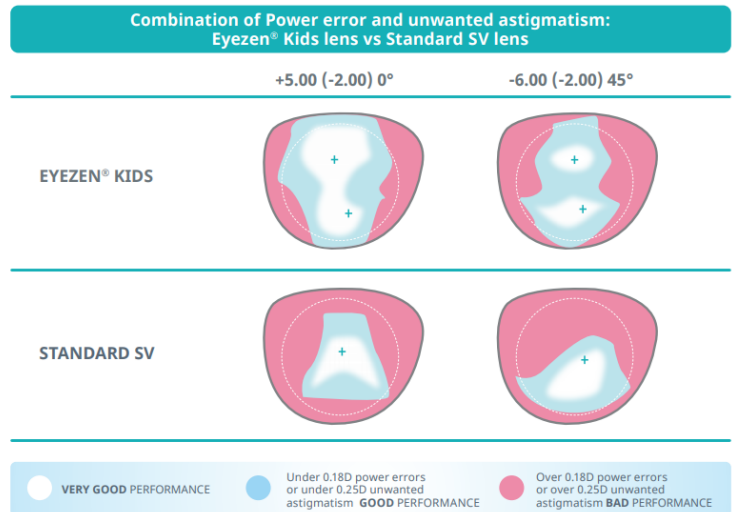
Eyezen® Kids lenses optimize the periphery of the lens that is often used by children



The design only considers the center of the lens so aberrations can occur in the periphery (a zone widely used by children)

Eyezen Kids lenses use two reference points to optimize the surface of the lens for children’s gaze directions (not just center of lens), maintaining prescription across a larger area of the lens.

Eyezen® Kids lenses provide 60% more optimal lens area and 60% less aberrations in the near vision area⁵



Eyezen Kids will launch on April 12, 2022 and will be available only in Polycarbonate Clear and Transitions® Signature® Gen8™ in Gray, Brown, and Graphite Green. Visit the Eyezen folder in our Document Center for sales aid.

¹Compared to standard single vision lenses. ²Eyezen Kids lenses filter at least 20% of blue light, which is the high energy wavelengths found between 415-455 nm on the light spectrum (blue-violet light). ³Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old. ⁴For illustration purposes only. Eyezen Kids optimization point placement vary for every patient and is based on R&D wearer data as well as patient prescription. ⁵Internal simulations versus an Essilor standard SV lens on a range -6.00D to +5.00D (±2.00D).

NEW SHAMIR GLACIER EXPRESSION™



New Shamir Glacier Expression™ coating lowers visual noise and increases the SNR (Signal to Noise Ratio) which indicates how clearly you are able to see versus the visual noise around you. An increase in SNR can help reduce fatigue and eye strain, improve the ability of others to see your eyes better, and provide a more comfortable visual experience throughout the day.

Shamir *Glacier Expression* keeps reflectance on lens surfaces down to a minimum, ensuring increased transmittance of light for all wavelengths, especially those that the human eye is most sensitive to. The resulting improvement in contrast sensitivity ensures outstandingly sharp vision, with increased detail resolution.

Glacier Expression is currently available ONLY on Plastic, Trivex, and Polycarbonate. Orders specifying *Glacier Expression* on 1.67 and 1.74 index are not able to be processed. Visit our Shamir folder in our Document Center at advanceoptical.com for more information.

HELP US, HELP YOU—SUNGLASS WRAP FRAMES AND POLARIZED LENSES

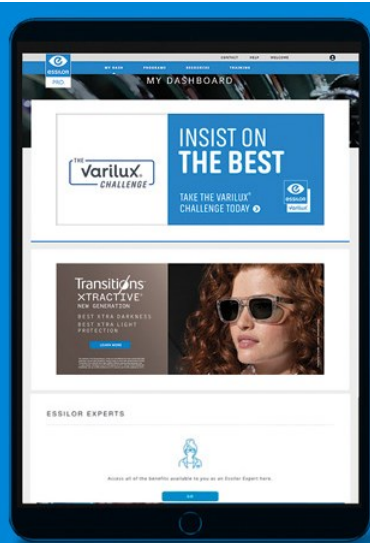


Sunglass season is just around the corner and your patients have wide array of frames in different styles and sizes from which to choose. Often their frame of choice may not always jive perfectly with their prescription.

For the most favorable outcome in wrap style sunglasses, the best progressives to pick are either the Varilux Comfort DRx™ or Varilux® Physio DRx™ as well as the Shamir Autograph® series. This is due to the blank sizes being large enough to accommodate these wraps. Additionally we are able to specify 6 to 8 base curves on these lens styles.

Please avoid conventional progressives on wrap frames as they almost never cut out. Feel free to contact us with any questions before your patient falls in love with a frame that may not work for their Rx.

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