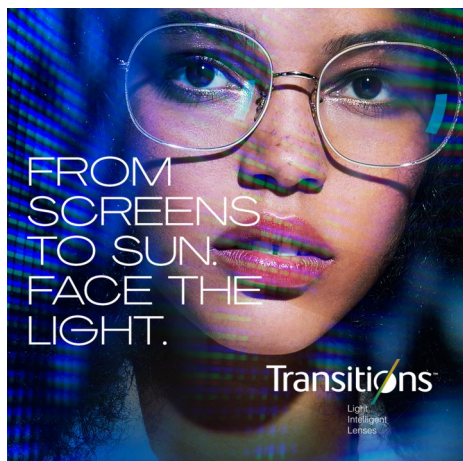


ADVANCE NOTICE

VOLUME 41—NUMBER 7

JULY 2022

“FROM SCREENS TO SUN. FACE THE LIGHT” —FROM TRANSITIONS®



As exposure to harsh indoor and outdoor lighting and screen time continues to rise, *Transitions Optical* and *Essilor of America* have launched a new campaign—“From Screens to Sun. Face the Light.”— to help eyecare professionals communicate to their patients the superiority of *Transitions* lenses in enhancing the visual experience and protecting the eyes from ultraviolet rays and Harmful Blue Light.¹

A recent *Transitions Optical* study found that since the beginning of the COVID-19 pandemic:

- 66% of prescription eyeglass wearers said they spend more time in front of digital screens²
- 22% of consumers report spending more time going outside into bright sunshine²
- More than 70% of eyecare professionals agree that their patients have become more sensitive to eye care and protection since the pandemic began²

As a consequence, eyeglass wearers are becoming more aware of the important role lenses play in helping to protect and preserve their eye health—with 75% agreeing that lenses should help to protect from both ultraviolet light and Harmful Blue Light.

As part of the campaign, *Transitions* and *Essilor* have developed a **FREE** digital toolkit with additional resources for eyecare professionals, including static and animated visuals, videos and social media posts. These materials will communicate how the entire portfolio of *Transitions* lenses block 100 percent of UVA and UVB rays, protect against all sources of harmful blue light, from digital devices and screens indoors to bright sunlight outdoors and help reduce glare.

The FREE digital toolkit can be downloaded at [essilorpro.com/resources/transitions](https://www.essilorpro.com/resources/transitions)

¹“Harmful Blue Light” is calculated between 380 nm and 460 nm, across materials and colors.

²Transitions Optical, Global Consumer Sentiment and Behavior, Multi-country survey (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2020, People Research, N=6,403/N=700 per country. Eyeglasses wearers agree to say Top2Boxes.



VARILUX® LIBERTY™ 3.0 NOW AVAILABLE ON VSP

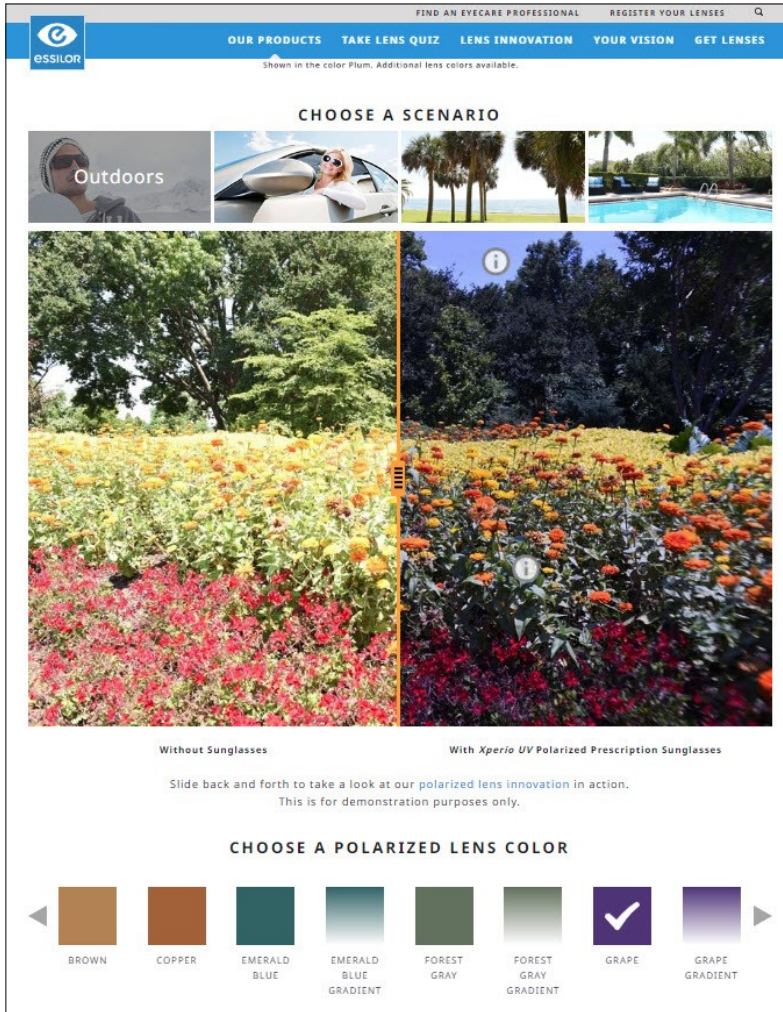


As of June 15th, **Varilux® Liberty™ 3.0 Lenses** are now categorized with **VSP in Category K**. This is in addition to their categorization in the Standard categories of EyeMed, Versant, and UHC.

Varilux® Liberty™ 3.0 lenses are an everyday essential *Varilux®* lens for patients entering presbyopia. Backed by the Exclusive Path Optimizer™ Technology, *Varilux Liberty 3.0* lenses offer a way to introduce new and young presbyopes to a solution that provides the benefit of enjoying life at all distances and in all situations.

Check out the new Presbyopia How-To Guide in the Varilux folder in our Document Center at [advanceoptical.com](https://www.advanceoptical.com).

HELP YOUR PATIENTS EXPERIENCE THE POLARIZED DIFFERENCE



This is one of the best demo tools around!

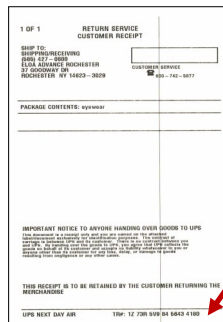
Visit XperioUV.com and click on the “Technology” link in the top middle of the page to view the *Xperio UV* polarized sun lens online demonstration tool.

By moving the “slider” over the image, you can demonstrate for your patient (or have your patient bring up the site on their phone) the difference that *Xperio UV* polarized lenses make in four unique situations (Outdoors, Road, Beach and Pool). Furthermore, by switching out the colors at the bottom, your patient can experience the view through all available colors. These images are NOT simulations! They were taken through an actual *Xperio UV* polarized sun lens and have not been retouched.

This tool is a very effective way to demonstrate to your patients the benefits of *Xperio UV* polarized sun lenses.

Visit www.xperiouv.com for demonstrator and click on Technology link. XperioUV availability charts and colors accessible at advanceoptical.com/library.

HELP US, HELP YOU—UPS RETURN LABEL TRACKING NUMBERS



When you request UPS return service labels from us, you will receive a 2 part label—the shipping label as well as the receipt. The receipt also displays the tracking number at the bottom.

A best practice is to annotate the receipt with the patients’ names that you are sending in on that label, as well as the date, and then keep a notebook or filing system to keep track of the receipts.

This is critical if we experience a delivery issue with the package in question. Without the tracking number, we have no recourse with UPS.

Taking care to keep the tracking number will Help Us, Help You to ensure we process your patient’s job in a timely fashion. We thank you for your attention to this matter.