


ADVANCE NOTICE

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All of us at Advance Optical give our thanks to you for continuing to choose us as your optical laboratory.

We wish you and your families a Happy Thanksgiving Holiday!

Please note we will be closed on Thurs-Fri, November 24-25

ENROLL IN PAIR 50 FOR 2023 AND BEYOND! NOW ON [ESSILORPRO.COM](https://www.essilorpro.com)

Enroll in
PAIR 50

Register once and enjoy
up to 50% off a second pair

Essilor has set up a dedicated email support team for any issues with registering on [EssilorPro.com](https://www.essilorpro.com) or enrolling in the Pair 50 program. Please contact the team at essilorsupport@essilorusa.com.

For Pair 50 FAQs, please visit our Pair 50 folder in our Document Center at [advanceoptical.com](https://www.advanceoptical.com)

New for 2023! Pair 50 enrollment has moved to [EssilorPRO.com](https://www.essilorpro.com) and is effective for 2023 and beyond!

You can now easily register your Lab accounts in the Pair 50 Program on [EssilorPRO](https://www.essilorpro.com)! **Enrollments will now be permanent, meaning you will not need to do the annual re-enrollment process moving forward.** The new program starts on **January 1, 2023**.

Here's how:

- Visit [EssilorPRO.com](https://www.essilorpro.com)
- Register your Practice (must **be the principal, practice owner or co-owner**), then verify that all of your Essilor lab accounts are connected with your EssilorPRO account.
- Navigate to your "Dashboard", then "Offers and Promotions", and select the Pair 50 program. Please note that this may take up to few minutes to show up under your dashboard. You may need to refresh the page.
- Select & Enroll all eligible accounts in the program. If you do not see all of your lab accounts listed, please ensure you have added them to your EssilorPRO account.
- Agree to the terms & conditions and start saving the next business day (after program start date of 1/1/23)!

NEW CRIZAL SAPPHIRE™ HR —THE BEST ANTI-REFLECTIVE COATING OVERALL¹

On October 4th, Essilor announced the launch of these three innovations in no-glare coatings - **Crizal® Sapphire™ HR, Crizal® EasyPRO, and Crizal® Easy No-Glare lenses (in Rx and FSV stock lenses).**



NEW Crizal Sapphire HR is an upgrade from Crizal Sapphire™ 360° UV™ No-Glare lenses and offers improved protection against scratches and smudges while maintaining the same level of transparency. *Crizal Sapphire HR* will be the best anti-reflective coating overall powered by unique technologies:

- **Multi-Angular Technology™** provides best in class transparency, reducing glare not only in front of the lens, but at + / - 45 degrees on the sides of the lens as well. This ensures that wearers receive protection from glare at all angles.
- **High Resistance technology™** is a combination of four specific oxides, known to resist scratches, dust, and dirt.
- **High Surface Density Process™** is a nano-layer of fluorinated molecules that provides highly effective smudge resistance property making the lens much easier to clean, plus anti-static property to repel dust.



Q: Who should you recommend Crizal Sapphire HR to?

A: Any wearer looking for durability and best-in-class transparency in their lenses.

Q: How should you discuss this with your customers?

With *Crizal Sapphire HR*, you get a clear lens that's lifetime:

A:

- An image rendering that is pure and comfortable thanks to reduced reflections
- An aesthetic lens that eliminates virtually all glare/enhances your look
- Best in durability

(1) External laboratory tests and internal technical tests - 2020. Compared to the competitor most known lens-brands by consumers (2019 external brand tracking in 11 countries). The word 'overall' refers to anti-reflective coatings important criteria, ranked through an external quantitative consumer study - 2019. (2) Number of layers for illustration purpose. (3) E-SPF® is an index rating the overall UV protection of a lens. E-SPF® was developed by Essilor International and endorsed by third party experts. The E-SPF® index relates to lens performance only and excludes direct eye exposure that depends on external factors (wearer's morphology, frame shape, position of wear). *Except for Orma®: E-SPF® 10 index.(12) Based on R&D measurements: Criteria calculations are based on the studied products only..(1 star)UV Protection based on E-SPF (Ruv + TuV) - scale from 0 to 50 (2)Scratch Resistance based on Sand Resistance Test value - scale from >3,5 to 0. (3 stars)Easiness-to-clean based on sliding angle - scale from >22° to 0°. (4 stars)AR Efficiency based on Rv - scale from >1,2 to <=0,3 - (5 stars) Antistatic property yes/no

HELP US, HELP YOU: MANAGED VISION CARE ORDERS

An note when submitting your managed vision care orders: Please ensure that you select the correct lenses, lens treatments and enhancements. As an example, we often receive orders with notes in the bottom of orders specifying to add Transitions to the patient's lenses. On most insurance jobs, we are not permitted to edit the order, which requires the order to be resubmitted, resulting in delays to your patient's lenses. Thank you for your attention to this matter.



SAFETY FRAMES UPDATE



Advance Optical has been a supplier of industrial eyewear for many years. Please be aware that effective this past August, we are no longer able to order Titmus and Hoya safety frames.



We continue to supply Onguard, Armourx and Artcraft (USA Workforce) frames.