

ADVANCE NOTICE



VOLUME 41—NUMBER 10

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NEW! CRIZAL® PRODUCT LAUNCH ANNOUNCEMENT

Essilor is proud to announce the launch of the three innovations in no-glare coatings - **Crizal® Sapphire™HR**, **Crizal® EasyPRO**, and **Crizal® Easy No-Glare** lenses on **October 4, 2022** (in Rx and FSV stock lenses).

**Crizal®
Sapphire™HR**

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

**Crizal®
Easy Pro™**

NEW Crizal Easy PRO is an upgrade from Crizal Alizé™ No-Glare lenses and offers improved ease of cleaning by utilizing the patented **High Surface Density Process™** and an added **Anti-Particulate layer** that makes these lenses easier to clean and keeps them cleaner longer.

**Crizal®
Easy™**

NEW Crizal Easy is an upgrade from *Crizal Easy UV™* No-Glare lenses and offers easier cleaning with an improved topcoat.

Please Note: Although the “UV” from the names of the products has been removed, ALL Crizal products have backside UV protection with E-SPF 35.

VARILUX COMFORT MAX: FOR ALL DAY LONG VISION COMFORT



WHY VARILUX® COMFORT MAX LENSES

FEATURES EXCLUSIVE FLEXPOTIM™ TECHNOLOGY

FlexOptim Technology ensures that the progression profile is customized to the wearer by placing the power where it provides the largest area of useful vision

SIMPLE TO DISPENSE AND FIT

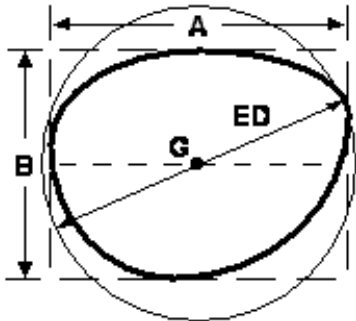
No additional measurements required with broad availability across materials

EASY TO PRESENT TO ALL PATIENTS

A Varilux® lens at an attractive price that is covered by major managed vision care plans

Visit the Varilux folder in our Document Center at advanceoptical.com/library for more information

AVOID CUT-OUT/THICKNESS ISSUES BY TAKING CORRECT ED FRAME MEASUREMENTS



ED=Effective Diameter: *twice the longest radius from the geometric center of lens to the farthest corner.*

Simply taking a pd stick and measuring the LD longest diagonal of the frame is **NOT** the same thing as the ED. If you provide the lab with the LD, you may likely have blank cut-out issues, thickness problems, breakage and a needless delay. Aviator and Cat-Eye shaped frames are especially tricky in obtaining the proper ED.

Example: In the lens above, take a pd stick and measure the longest diagonal of the lens as you see it marked. If you measure 37mm across, you are correct! However, 37mm is NOT the ED measurement the lab requires to properly surface your lenses with the correct blank size.

Following the definition of ED above, measure from the center dot marked G (Geometric Center) diagonally both ways. From the GC to the left diagonal farthest corner, the measurement is 17mm, from the GC to the right diagonal farthest corner the value is 20mm. The right radius (20) is the longer radius that you must double to get the ED value, which in this case is 40mm. $20 \times 2 = 40$.

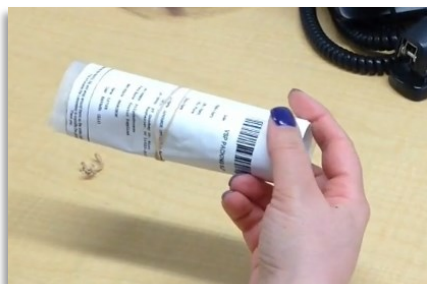
Optical tracers will measure the correct ED. If the job cannot be traced and must be ordered with only supplied or manually-measured box measurements (A, B, ED, DBL), those will be the final input values available for the generator to surface the lenses.

Accurate data is critical to avoiding thickness issues, breakage and order delays. We thank you for your attention to this important matter.

HELP US, HELP YOU: SENDING IN FRAMES



Order info wrapped inside—requires more time to process frame.



Order info facing outward allows for quick job identification and faster processing.

To help us, help expedite your orders, kindly take care to wrap any third-party packing slips around frame with account and patient name facing **outward**. This helps us quickly match up the frame with your Rx.

Better yet, **request our frame envelopes** on our Order Supplies form at advanceoptical.com!