

ADVANCE NOTICE

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RECOMMEND EYEZEN® KIDS LENSES FOR BACK-TO-SCHOOL



Eyezen® Kids lenses are uniquely designed for children ages 6 to 12 years old. This new enhanced single vision lens takes into account essential children's parameters: their **morphology**, **object distance** and **gaze directions**, to provide them with a better all-around visual experience.*

Eyezen Kids lenses also have a built-in blue light filter that helps reduce their exposure to Harmful Blue Light coming from light sources like the sun and digital devices.¹



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

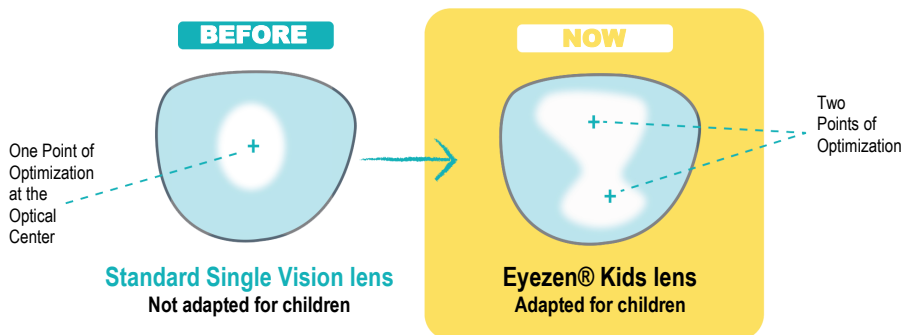
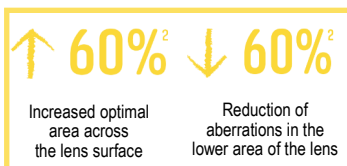
Children's stature and their arms are shorter than adults and therefore they look at objects at a closer distance. *Eyezen Kids* lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



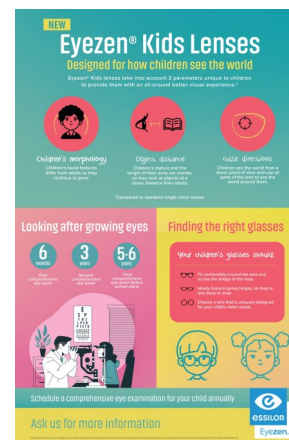
Gaze Directions

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.

The Eyezen Kids lens design utilizes two reference points (vs. one in a standard single vision lens) to provide optimal correction across the entire lens, maintaining the individual's prescription across a greater area of the lens surface.



White= Optimized area of the lens; Blue—Unoptimized area of the lens



Visit the Eyezen folder in our Document Center at advanceoptical.com/library to download the new Eyezen Kids infographic as well as sales aid, consumer brochure and availability chart.

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). ³Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D (≤2.00D). ⁴Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.

ARE YOU RECOMMENDING A BACKUP PAIR FOR CHILDREN? PAIR 50 TO THE RESCUE!



Are you recommending a backup pair for your children patients? Especially in the hubbub of back-to-school, kids may easily misplace their primary pair, or even damage them. Depending on their Rx, their visual capacity may be compromised while waiting for a new pair to be made. Pair 50 is a great program to leverage for parents who are concerned about the cost of that, often, critical backup pair for their children.

VARILUX LIBERTY 3.0 FOR NEW PRESBYOPES



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.

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.

Check out the new Presbyopia How-To Guide in the Varilux folder in our Document Center at advanceoptical.com.

HELP US, HELP YOU—DRILLED RIMLESS RXS



We strive every day to expedite your patients' Rx orders and ensure that they are accurate. When ordering a drill mount Rx, please make sure that you have clearly indicated both the shape number of the lens and the chassis number on the order. We find that often one is provided and not the other and this can lead to confusion and subsequent delays in processing. Also, please remember to include the A, B and ED dimensions for these drilled rimless Rx's.