



New York Minute

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New Product Preview:



A new advance in progressive technology! **New Varilux X Series** lenses deliver all the benefits of Varilux S Series: Sharp vision, Smoother transitions, Elimination of “off-balance” feeling, but with a new benefit—**Xtend™ Technology**; extending the wearer’s vision within arm’s reach.

Knowing that a common complaint from presbyopes is the effort required to see sharply at arm’s length, even with a premium progressive, **Varilux X Series** allows the patient to see at multiple distances in the near / intermediate zone with significantly less head movement required to find where to look in the lens. (the “sweet spot”).

Tested on thousands of wearers in 19 wearer studies, 7 out of 10 consumers preferred Varilux X Series over Varilux S Series.

Varilux X Series is categorized for Eyemed managed vision care plan with VSP slated to follow and will be available to order on September 12th.



Crizal Sapphire 360° UV lenses are the first to feature Multi-Angular Technology™ which: **reduces reflections from any angle of light, resulting in less distracting glare, better aesthetics and safer nighttime driving.** Wearers can perform their daily activities with minimized annoying reflections, day and night.

Multi-Angular Technology™ considers a 360° angle in the optical calculation. A new patent-pending nanolayer, when combined with this new calculation, results in reduced reflections by 35% to 45%,* for improved clarity and better aesthetics.

In wearer studies, 4 out of 5 consumers preferred lenses with Crizal over ordinary lenses** and 9 out of 10 Crizal wearers will re-purchase†.

Crizal Sapphire 360° UV is categorized for VSP and Eyemed managed vision care plans and will be available to order on September 12th.

*As compared to Crizal Avance UV™, depending on the lens configuration (index, hard coat, etc.) and incident angle. **Independent eyeglass wearers study of 200 participants conducted by the University of Arkansas in 2016 and sponsored by Essilor of America, Inc.† Consumer study of 896 participants who purchased Crizal lenses in connection with a promotion that was conducted by Essilor (2016).



Recommending Eyezen+™ enhanced single vision lenses provides a more complete solution for modern SV wearers **defense against Digital Eye Strain and Harmful Blue Light***. **The NEW Eyezen+0 design**, along with Eyezen+ 1,2 an 3, gives ECPs a range of accommodative relief options for their patients—ranging from 0.00D to +.85D. **The New Eyezen+ 0 design is recommended for patients 17 and under but for whom accommodative relief is not desirable.**

All **Eyezen+ 0** lenses contain: Smart Blue Filter™ to reduce exposure to Harmful Blue Light by at least 20%* and W.A.V.E Technology™ to provide sharper vision than traditional single vision lenses.

Eyezen+ 0 is categorized for VSP with Eyemed slated to follow soon and is currently available to order.

* Eyezen+ lenses block at least 20% of Harmful Blue Light indoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

THE ULTIMATE LENS PACKAGE BY ESSILOR



The **Ultimate Lens Package** is an optimal combination of Essilor’s **best lens technologies designed to deliver the ultimate in vision, clarity and protection for every patient in a single lens.** The **Ultimate Lens Package** will both help simplify your dispensing and give your patients their best vision. As always, you are able to order the lens products individually to help patients design a lens to suit their specific vision needs. The **Ultimate Lens Package** is available in two versions at right:

ULTIMATE LENS PACKAGE: SINGLE VISION

- Eyezen+**
enhanced SV lens technology
- Crizal SAPHIRE 360° UV**
no-glare lens technology
- Transitions Signature VII**
adaptive lens technology

ULTIMATE LENS PACKAGE: PROGRESSIVE

- VARILUX X series**
progressive lens technology
- Crizal SAPHIRE 360° UV**
no-glare lens technology
- Transitions Signature VII**
adaptive lens technology

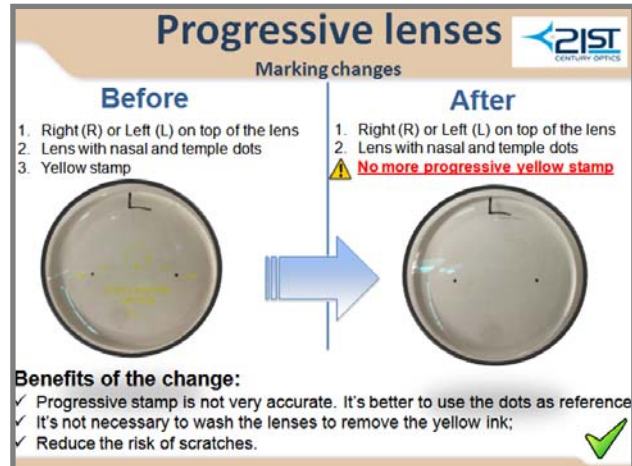
For more information on these products, please visit our Document Center at:
www.21stcenturyoptics.com/library/NewProducts2017


Stamping of Digital Progressive Lenses Update

In our continuing effort to address our customers' needs we have implemented the following change.

Starting July 1st, we will no longer stamp progressive digital lenses. Due to differences in base curves, parallax, etc., these stamps are often not properly applied, and are difficult to remove. All lenses will be marked right (R) and left (L) and all lenses will be dotted on the nasal and temple circles.

As always, we appreciate your business and look forward to hearing from you.



Progressive lenses 

Marking changes

Before	After
<ol style="list-style-type: none"> 1. Right (R) or Left (L) on top of the lens 2. Lens with nasal and temple dots 3. Yellow stamp 	<ol style="list-style-type: none"> 1. Right (R) or Left (L) on top of the lens 2. Lens with nasal and temple dots <p>⚠️ No more progressive yellow stamp</p>

Benefits of the change:

- ✓ Progressive stamp is not very accurate. It's better to use the dots as reference
- ✓ It's not necessary to wash the lenses to remove the yellow ink;
- ✓ Reduce the risk of scratches.

Visit www.XperioUvUsa.com to use these great new Demo tools:

By moving the “slider” over the image, you can demonstrate for your patient 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 shows the variety of colors available in solids, gradients and mirrors and how they look in a choice of three classic frame shapes: aviator, modified cat-eye and wayfarer. Beats a demo lens any day!



Extended Customer Service Hours!



In the interest of serving you better, we are pleased to announce our extended customer service hours: Monday—Friday, 8:30—6:30. As a reminder, customer service is also available on Saturdays 10:30—3:00.

New Price List

Call to request our new price list or register on our website at www.21stcenturyoptics.com and you will be able to access it online!

