

## NATIONAL SUNGLASSES DAY IS JUNE 27TH, 2022



Get your Practice on board to participate in this media event!

National Sunglasses Day serves as a reminder that sunglasses are a *major health necessity* – whether it's sunny or cloudy, warm or cold – and spread the word that sunglasses and other UV-protective eyewear are key to protecting long-term eye health.



The Vision Council's website, [nationalsunglassesday.com](http://nationalsunglassesday.com), has web banners, social media tools, posters, health info and more for you to use for FREE to help promote National Sunglasses Day and the many benefits of sunwear. Click on "Get Involved" and then "Materials".

Don't miss out on this opportunity to promote sunwear and educate your patients about UV protection!



## NEW POLICY RE: TINTING OVER TRANSITIONS AND POLARIZED LENSES

Please be informed that effective immediately, the lab network will no longer tint over Polarized, Transitions® or any other photochromic lenses.

Tinting over these types of lenses may damage the polarized film, compromise photochromic performance and lead to delays in the processing of these orders for your patients.

We thank you for your understanding of this policy change.

## NEW VARILUX® LIBERTY™ 3.0 NOW AVAILABLE



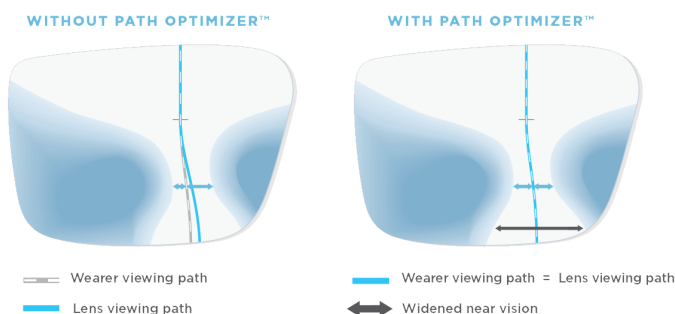
New Varilux® Liberty™ 3.0 lenses are an everyday essential Varilux® lens for patients entering presbyopia. Backed by the **Exclusive Path Optimizer™ Technology**, Varilux Liberty 3.0 lenses offer a way to introduce new and young presbyopes to a solution that provides the benefit of enjoying life at all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

Today's new and young presbyopes lead very busy lives, viewing a variety of digital devices at distances much closer than the 16" distance of the past. They require a complete solution so that they can remain active and on the go. Varilux progressive lenses are the optimal solution, providing a natural visual experience.

The *Path Optimizer* technology is customized to the patient's Rx and PD to generate a precise and optimal viewing path that's aligned to match the wearer's eyesight or gaze. This ensures that the wearer's gaze is precisely centered in the middle of the viewing fields and gives the wearer an expanded near vision zone.

While Varilux® X Series™ and Varilux® Comfort Max lenses are the premium designs in the core Varilux portfolio, *Varilux Liberty 3.0* gives you an accessible option to trade up younger presbyopes from single vision lenses to progressive lenses. The launch of *Varilux Liberty 3.0* creates a unique introductory offer, with a **limited ADD power range from +0.75 D up to +1.50 D**, to help you recommend progressive lenses earlier in your patients' presbyopic journey.

*Varilux Liberty 3.0* is available in plastic, polycarbonate, 1.67 Index and is offered in clear, Essential Blue Series® and Transitions® Signature® Gen 8™ (Gray and Brown). Sales Aid is available in the *Varilux* folder in our Document Center at [21stcenturyoptics.com](http://21stcenturyoptics.com).



## EYEZEN® KIDS—UNIQUELY OPTIMIZED FOR HOW KIDS SEE THE WORLD

**Eyezen Kids** New Eyezen® Kids lenses are designed for children between the ages of 6-12 years old and are uniquely optimized for how children see the world. Unlike adults, children tend to be "eye movers" and subsequently use a larger surface of the lens. With Standard Single Vision lenses, aberrations occur in the periphery of the lens, a zone highly favored by children. *Eyezen Kids* lenses take into account 3 children's parameters: their **morphology, object distance and gaze directions**, to provide them with a better all-around visual experience<sup>1</sup>. Eyezen Kids lenses also help reduce exposure to Harmful Blue Light by at least 20%<sup>2</sup>.

**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 Angle<sup>3</sup>.

**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.

<sup>1</sup>Compared to standard single vision lenses. <sup>2</sup>Eyezen 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). <sup>3</sup>Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.