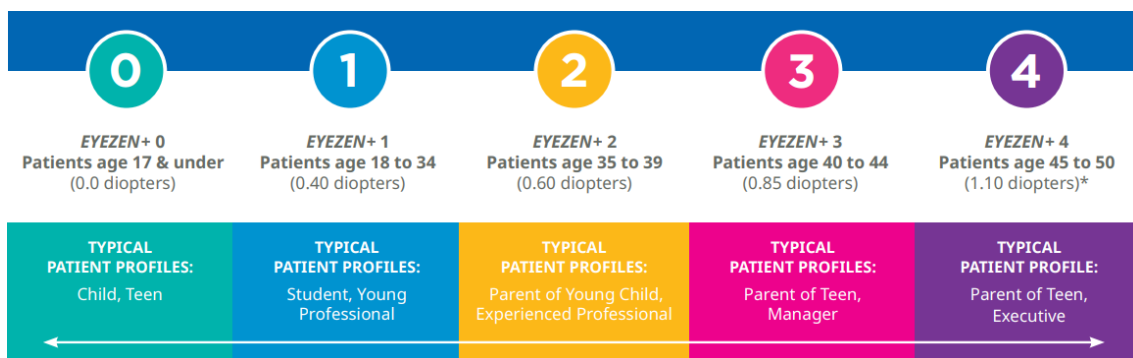


Why Are Eyezen Lenses Beneficial?

Did you know that 5.4 billion people now use mobile devices. Today our eyes are expected to perform for longer periods in the near zone. This expectation has created problems such as digital eye strain which can cause headaches, eyestrain, and blurred vision. By recommending Eyezen® enhanced single vision lenses, you can give your patient everyday solutions for sharper vision and relaxed eyes, which validates their trust in you. 92% of Eyezen wearers are satisfied with the lenses and 84% feel a reduction in visual fatigue.

Lens Features	What does it mean for my patient?
Provides sharper vision than traditional single vision by reducing aberrations	Comfortable vision
Eyezen will reduce discomfort after long periods of time on digital devices. Accommodative relief makes vision more comfortable while reading, looking at phones and other devices	Comfortable vision for extended periods (i.e., they can enjoy their hobbies for long periods)
Provides Smart Blue Filter™ protection from Harmful Blue Light	Additional eye health protection
Eyezen lenses also feature W.A.V.E. Technology: Wavefront Advanced Vision Enhancement®, which provides wearers with improved sharpness, color contrast, and vivid details in their vision	Clear & vivid vision *All Eyezen lenses are digital

Eyezen + lens design and the patients age should determine which design is right for them.



Learn, Listen Lead:



"You've mentioned that you love to read and for work you are in front of the computer all day. I'm recommending our Eyezen lens with Anti-Reflection. This will help reduce eye fatigue and make it more comfortable when you are in front of digital devices all day and reduce that tension and eyestrain you mentioned."

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.

What are Digital Single Vision Lenses?

You can think of Digital Single Vision as the upgraded, deluxe version of a standard single vision lens. The optics are much clearer, brighter, and accurate. In some cases, they can also provide less distortion and slightly thinner lenses. Think: Improved clarity, sharper vision, and optimizes overall vision.

Q: What are Digital lenses?

Digital lenses are optical lenses that have been digitally altered to provide a significant improvement in clarity over standard lenses. When digital lenses are combined with an Anti-Reflective coating the clarity improves.

Q: How do Digital lenses help my vision?

Sharper image quality, stronger peripheral vision, and improved contrast are all advantages of digital lenses

Q: Why would my patient be interested in digital lenses?

When captured with **EyeRuler 2+** (digital measurements) the lenses are tailored to your patient's anatomy, frame, and prescription, providing the best visual experience.

Conventional VS. Digital Lenses

Digital lenses are manufactured with up-to-date technology that is constantly evolving upgraded. How we use our eyes in 2024 is different today than 50 year ago.

While traditional (conventional) lenses are made using an abrasive grinding process, a digital lens is manufactured using computer-controlled laser technology that is much more precise than conventional tools.

Note: When selling Crizal coatings you must sell a Digital Lens (DST, Eyezen, Varilux.)

Learn, Listen Lead:



"You've mentioned that clarity is important to you, and you enjoy movies and art, so I'm going to recommend our Digital Lens with Sapphire AR. This will be easy to clean as you are rough on your eyeglasses and provide you with the clear vision and improved contrast over the lenses you had last time. "

The key is to link what you've learned about your patient to the lens you are offering and educate your patient on how it's going to be beneficial to them by personalizing your recommendation.

Digital Lenses Paired with Digital Measurements:

It is important to pre-fit the frame and use **EyeRuler 2+**. Why? An internal study by Carl Zeiss Vision showed that the average variance among measurements taken by different opticians using a ruler was almost 3 mm. Pupilometers are much more accurate, but different models showed measurement variance ranging from 1.2 to almost 3 mm. By contrast, a recent European study of four different digital measurement systems showed an average variance of 0.09 to 0.24 mm, depending on the device used.* EyeRuler 2+ will offer accurate patient data providing your patient optimal vision.

*Comparison of PD Measuring Devices," opticiansonline.net, Feb. 12, 2010