

# LIGHT-REACTIVE LENSES

Today's consumers are more knowledgeable than ever. They do their homework. They shop and compare. They know what they want.

When shopping for light-reactive lenses — they're looking for a product that delivers performance at a good price. And, they're more than willing to look past other brands if there is a better choice.



BLOCKS  
**43%**  
OF BLUE LIGHT INDOORS

BLOCKS  
**91%**  
OF BLUE LIGHT OUTDOORS

BLOCKS  
**100%**  
UVA AND UVB RAYS

## High Level of Performance, Quality and Value

VISION EASE Light-Reactive Lenses are:

- Clear Indoors
- Dark Outdoors
- Strong performance in Activation Speed and Fadeback

COLORS AVAILABLE:



Gray



Brown





**18%** OF MARKET UNITS  
ARE REPRESENTED BY  
LIGHT-REACTIVE LENS<sup>1</sup>

**34%** PHOTOCROMIC  
MARKET POTENTIAL<sup>2</sup>

## Take advantage of market opportunity

There is a market for increased light-reactive sales. Drive top line sales! VISION EASE Light-Reactive Lenses are priced to help build your business and give your customer the product they want.

### Availability

| Style                                        | Material | Diameter (mm) | Power Range                     | Color       | Base Curve                                        | Adds           |
|----------------------------------------------|----------|---------------|---------------------------------|-------------|---------------------------------------------------|----------------|
| <b>Asperic FSV AR</b>                        | Poly     | 65, 75        | *-6.00 to +2.00<br>Cyl to -2.00 | Gray, Brown |                                                   |                |
| <b>Aspheric FSV<br/>Vivid Super-Hydro AR</b> | Poly     | 65, 75        | *-6.00 to +2.00<br>Cyl to -2.00 | Gray, Brown |                                                   |                |
| <b>FSV HC</b>                                | Poly     | 65, 75        | *-6.00 to +2.00<br>Cyl to -2.00 | Gray, Brown |                                                   |                |
| <b>SFSV</b>                                  | Poly     | 75            | +5.00 to -11.50                 | Gray, Brown | 0.50, 1.00, 2.00, 3.00,<br>4.00, 5.25, 6.25, 7.50 | —              |
| <b>D28 Bifocal</b>                           | Poly     | 75            | +5.00 to -11.75                 | Gray, Brown | 0.50, 2.00, 4.00,<br>6.25, 8.50                   | +1.00 to +4.00 |
| <b>D35 Bifocal</b>                           | Poly     | 75            | +4.00 to -10.25                 | Gray, Brown | 2.00, 4.00, 6.25                                  | +1.00 to +3.00 |
| <b>7x28 Trifocal</b>                         | Poly     | 75            | +4.00 to -10.00                 | Gray, Brown | 2.00, 4.00, 6.25                                  | +1.50 to +3.00 |

\*Aspheric FSV (Brown) power range = -4.00 to +2.00

VISION EASE LENSES ARE ONLY AVAILABLE  
AT AUTHORIZED LABORATORIES

**VISION  
EASE®**  
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<sup>1</sup>VCA <sup>2</sup>TechSci Research <sup>3</sup>Usage and Attitude Study  
Prescription Glasses, Harris Interactive