

# DEFINITY® READING CHART

# A 100% DUALOPTIX™ DIGITAL FAMILY OF PRODUCTS

Hold this chart at a comfortable reading distance (about 16 inches from your face).

20/40	Presbyopia is an age-related condition that occurs when the eye's ability to change focus from far to near objects is compromised. <b>(Typical computer-sized type)</b>	N12.5 .125
20/30	To help correct your vision from presbyopia, we have developed a unique progressive lens called DEFINITY. <b>(Typical menu-sized type)</b>	N10 .32
20/25	DEFINITY lenses use a patented revolutionary design that uses both sides of the lens to correct your vision. <b>(Typical dictionary-sized type)</b>	N8 .40
20/20	This design allows DEFINITY lenses to deliver the widest field of vision with the least amount of distortion at the outer edges. <b>(Typical phone-book-sized type)</b>	N6.3 .50

## The right product for your customers

	DEFINITY® STANDARD	DEFINITY <sup>3</sup> CUSTOMIZED	DEFINITY <sup>3</sup> PLUS PERSONALIZED
Computer automatically selects between Regular and Short design		✓	✓
Fixed split of the ADD: +0.75 on the back, remaining ADD power on the front	✓		
Dynamic split of the ADD individually tailored to the patient's Rx		✓	✓
Optimized to frame choice with A, B, PD, & Seg Height fitting measurements		✓	✓
Incorporates 3 additional fitting parameters for a personalized fit: Panto, Wrap and Vertex			✓

### Keep your patients satisfied as presbyopia progresses, with quite possibly the only PAL they'll ever need

- 35% less unwanted astigmatism vs competing PALs
- Outperforms the competition, especially at high ADD powers
- Performs better in all visual zones than DEFINITY
- Easy to order

Discover a distinctively different experience with DEFINITY—unique designs, superior support, and an unparalleled community of dispensers. Visit [definitycommunity.com/D3](http://definitycommunity.com/D3).

For more information contact:  
Luzerne Optical Laboratories LTD at 800-233-9637  
or on the web at [www.LuzerneOptical.com](http://www.LuzerneOptical.com)



# DEFINITY®

**READING CARD**  
USE WHEN DISPENSING DEFINITY LENSES

# DEFINITY® Lenses: Quite possibly the only progressive lenses you'll ever need.

## See more of your world with DEFINITY 100% digital lenses

Hold this chart at a comfortable distance (16–18 inches) and focus on the magenta square. Without moving your head, try to determine how wide your field of vision is with DEFINITY Lenses.

4

3

2

1

1

2

3

4

The GROUND VIEW ADVANTAGE™: An additional zone of vision at the bottom and sides of your lenses, unique to DEFINITY, allows you to see better when looking down at the ground. Many people who try progressive lenses complain that they have trouble seeing stairs, curbs, and just about anything at their feet. With DEFINITY, you will see all that and more. DEFINITY lenses make life's activities easier. Everyday activities: stairs, curbs, computer use, and driving. Demanding activities: golfing, biking, hiking, and tennis. Presbyopia and progressive lenses: progressive lenses are for people with presbyopia. Presbyopia affects just about everyone



sooner or later, but most often occurs in your forties. It is when your near vision begins to blur. You will notice that you start pushing menus farther away to be able to read them. Years ago, people only had two options—purchase bifocals or reading glasses. Then came progressive lenses which allow you to see all distances without the unsightly lines that come with bifocals. Now there is DEFINITY: The least amount of distortion of any progressive lens. DEFINITY lets you keep the same active lifestyle you had before and provides an additional zone that allows you to see the ground during everyday and more demanding activities. Ask for DEFINITY progressive lenses today.

**FOCUS  
HERE**

Live life on your terms with DEFINITY. Whether you golf, hike, play tennis, or just enjoy taking a stroll during your lunch break, DEFINITY is the ideal progressive lens for you. DEFINITY uses patented DUAL ADD Technology to create a progressive lens with the least amount of distortion, which lets you see through more of the lens. DEFINITY is a progressive lens whose far, near, intermediate, and unique ground view zone more closely mimics your natural vision. DEFINITY works for those with an active life—those less inhibited by the visual limitations of other progressive lenses. The DEFINITY difference: DEFINITY lenses use both sides of the lens to create a progressive



lens that is as close to a regular, single-vision lens as you can get. This means that you will have less distortion throughout your lenses. DEFINITY gives you a wider intermediate zone, making them perfect for computer use, looking at your dashboard while driving, or seeing things between 18 inches to 6 feet away. DEFINITY allows your eyes to move naturally, as opposed to other progressive lenses, which cause people to move their head to see side to side, or what is at their feet. Smoother transitions: With DEFINITY you will be able to transition between zones more naturally. It makes wearing DEFINITY easy and comfortable from the moment you put them on.

Hold at 16 in or 40 cm

### Road map



### Menu

Chicken Teriyaki – Charcoal broiled with our special sauce.....
Negamaki – Thinly sliced beef roll w/scallion and teriyaki sauce.....
Beef Teriyaki – Charcoal broiled with our special sauce.....
Sukiyaki Nabe – Beef and vegetables cooked in sukiyaki sauce.....
Shabu – Shabu – Thinly sliced beef and vegetables in broth.....
Pork Cutlet – Deep fried pork served with vegetables.....

### Newsprint

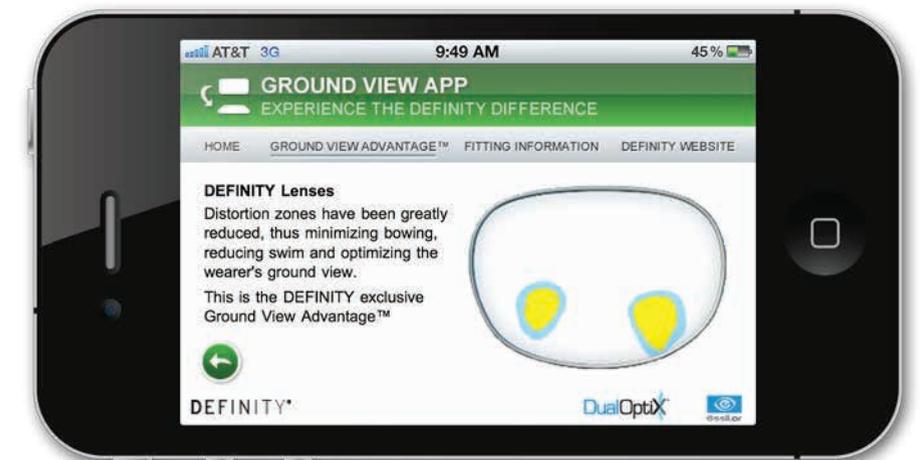
**COLLECTORS INCORPORATED** As an entrepreneur, a merchandiser and a civic-minded citizen, Paul Gioni, the founder, chairman and chief executive of Incorporated Brands, has long been near the top of many lists. Now Mr. Gioni, along with his wife, Jennifer L. Gioni, has joined the list of the world's top collectors, published in the latest issue of this publication. Next month's issue will

Taytheon, the last year to people, including Jonathan S. change company of fraud plane sales

### Medicine label

<b>Active ingredient (in each capsule)</b>	
Diphenhydramine hydrochloride 25 mg.....	
<b>Uses</b>	• temporarily relieves these symptoms of hay fever or other upper respiratory tract allergies: runny nose, sneezing, itchy nose or throat, itchy, watery eyes
	• temporarily relieves these symptoms of the common cold: runny nose, sneezing
<b>Warnings</b>	

### iPhone®/Digital Device



To download the free DEFINITY Ground View Advantage™ app on your iPhone, please visit the Apple® App Store™ and search for "ground view".