

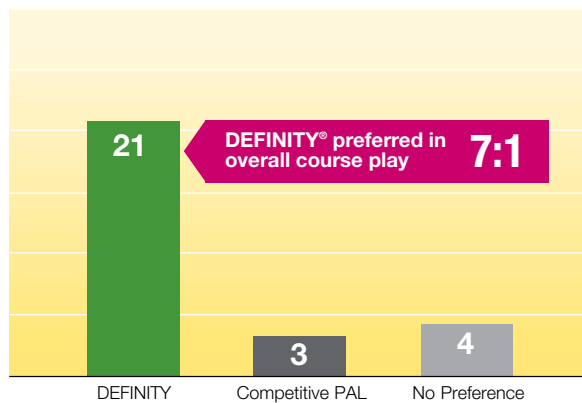
## Positive impact on your golf game

- In a clinical study, golfers preferred DEFINITY® lenses 7 to 1
- DEFINITY lenses allowed for more natural head movement and body position
- Golfers also said that they could:
  - See their putts better
  - Read the green more easily
  - Judge the distance to the hole more accurately

What's more, DEFINITY lenses outperformed in total overall visual comfort on each shot from the tee box to the green.

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

Overall Preference in Golf Study



In a clinical study, DEFINITY lenses were preferred 7:1 over the competitive lenses for course play.

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LDF200142 BST/RVH 3/09

## ASK FOR DEFINITY PROGRESSIVE LENSES TODAY AND BEGIN LIVING LIFE ON YOUR TERMS, NOT YOUR LENSES!

- Wider viewing zones
- Least amount of distortion
- Better ground-level vision

The reasons are clear:

Many people who try DEFINITY lenses literally say "WOW" when they first put on their new glasses.

## The "WOW" of DEFINITY® with DUAL ADD® 2.0



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## An Active Lifestyle Demands DEFINITY® Lenses.



Wide Open World

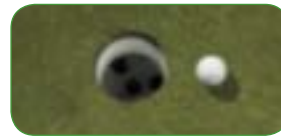
**DEFINITY®**  
with **DUAL ADD® 2.0**

# Open up your world with DEFINITY® lenses

Whether you golf, hike, play tennis, or just enjoy taking a stroll during your lunch break, DEFINITY lenses are the ideal progressive lens for you.



- The only progressive lens with the GROUND VIEW ADVANTAGE™ —The GROUND VIEW ADVANTAGE allows you to see objects at ground level clearly
- DUAL ADD® 2.0 technology provides clear, natural vision with less distortion across all viewing zones
- Perfect for those with an active lifestyle



Without the GROUND VIEW ADVANTAGE



With the GROUND VIEW ADVANTAGE

## The DEFINITY® difference

DEFINITY lenses use the patented DUAL ADD® 2.0 technology on 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 and more natural vision.



Other progressive lenses



DEFINITY lenses



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Many people who try progressive lenses complain that they have trouble seeing stairs, curbs, and just about anything at their feet. With the GROUND VIEW ADVANTAGE™ of DEFINITY lenses, you will see all that and more.

## DEFINITY lenses with DUAL ADD® 2.0 make activities easier

### Demanding

Golfing

Biking

Hiking

Tennis

### Everyday

Stairs

Curbs

Escalators

Computer use



**DEFINITY®**  
with **DUAL ADD® 2.0**