

For more information contact: Luzerne Optical Laboratories Ltd at 800-233-9637 or on the web at www.LuzerneOptical.com.

NEW DEFINITY® Lenses With DUAL ADD® 2.0 Now Available in Trivex® Material

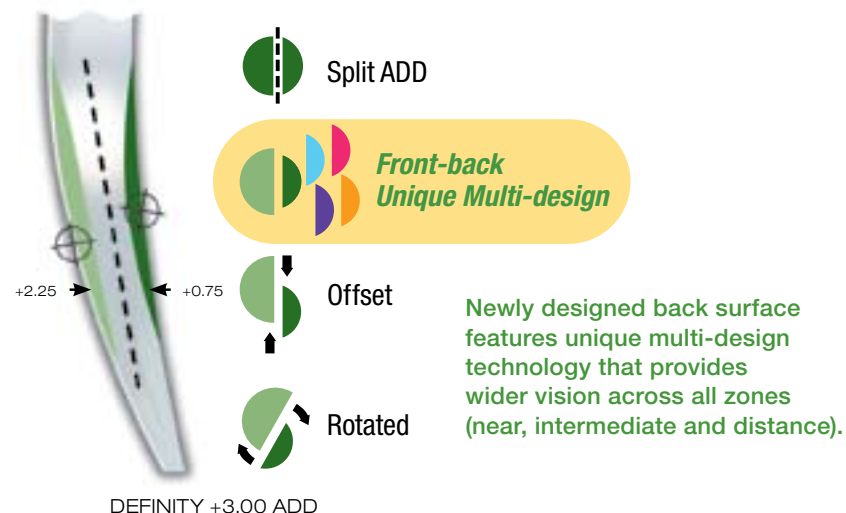


An Even Wider Open World

An excellent combination for your patients with active lifestyles

- DEFINITY lenses with DUAL ADD 2.0 are tailored to each patient's prescription for smoother transitions with less peripheral distortion
- Trivex® material is more durable, provides greater impact resistance and is thinner and lighter than standard plastic lenses, making it an excellent and safe option for active individuals
- DEFINITY is the only progressive lens with **Ground View Advantage™**
—Ground View Advantage allows patients to see what is at their feet

New DUAL ADD® 2.0



DEFINITY® lenses in Trivex® material deliver superior visual performance for your patients with active lifestyles.

DEFINITY®
with **DUAL ADD® 2.0**

DEFINITY® lenses are preferred over the competition

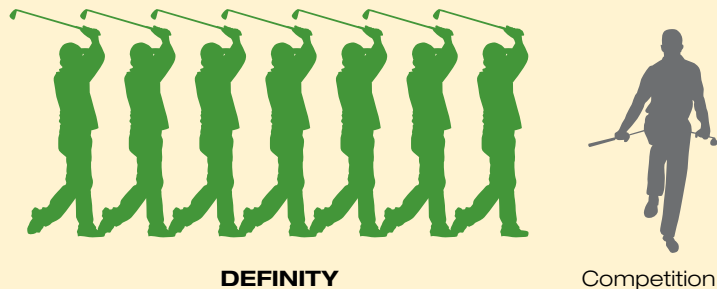
Patients rate DEFINITY lenses as significantly better

- **Outperformed the competition in the intermediate visual zone**
—Of 38 patients, 26 preferred DEFINITY, only 8 preferred the competitor and 4 had no preference
- **Demonstrated superiority in the near visual zone**
—Of 38 patients, 21 patients preferred DEFINITY lenses, 9 preferred the competitor and 8 had no preference

For the ultimate experience, dispense DEFINITY lenses in Trivex® material

- The unique, multi-design technology of DEFINITY lenses deliver improved symmetry, superior alignment and dynamic inset variation for better vision across all viewing zones
- When the design of DEFINITY is combined with Trivex® material, patients will experience greater optical clarity over standard plastic

In another study of active presbyopes, DEFINITY was preferred **7 to 1** as the progressive lens of choice



DEFINITY® lenses with DUAL ADD® 2.0 in Trivex® material is also available with Transitions® VI lenses Brown and Gray.

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