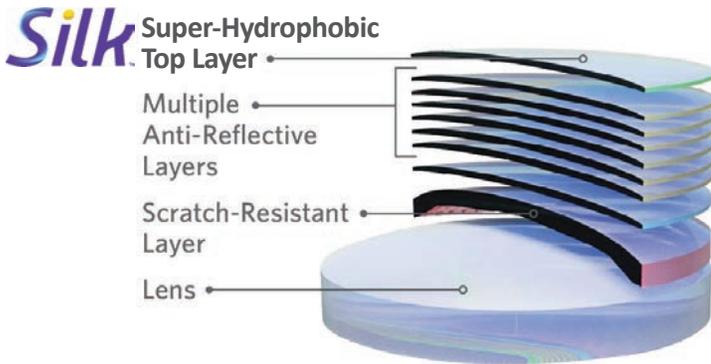


# INCREASING PATIENT SATISFACTION IS AS SMOOTH AS SILK!

## INTRODUCING ICE AR WITH SILK FROM ICARELABS



Finally, a private label AR that will enhance patient satisfaction while keeping in line with your bottom line. The number one complaint on most Anti-Reflective Lens Coatings is cleanability. That's about to change with **ICE AR** with **Silk**, an enhanced top coat applied over the anti-reflective layer in the vacuum chamber that provides improved durability and cleanability.

### Durability

Lenses with and **without Silk** were tested internally and by 3rd party companies with these results:

**50% higher abrasion resistance in Bayer tests**  
**50% higher scratch resistance in steel-wool tests**

Cross-hatch tests are aggressive simulations of extreme wear and tear of the lens coating utilizing razor cuts and adhesive tape to test coating resistance to peeling. Silk lenses showed no peeling after 3 tape pulls.

Lenses **with Silk** showed a minimal **20%** increase in force required to pull the tape; **20,000** tape pulls = **3** years continuous simulated wear.

### Cleanability

Across industries, contact angle (wetting angle) indicates the impermeability of any surface when exposed to liquids.

This measurement is used in optical for the water-repellant or oil-repellant properties of a lens coating.

Internal and external tests show lenses with Silk range between 115°-119° while lenses without Silk average 112° and standard hydrophobic AR lenses scored 110° on average. This leads to the lenses needing less cleaning, less effort, and it reduces the number of wipes needed.





## INCREASED DURABILITY = INCREASED PROFIT

According to the AR Council, if you sell one additional ophthalmic lens prescription each day that includes AR, at an average retail price of \$85, you can earn up to \$14,000 in new business over one year. That's an attractive margin of around \$40 per pair!

- Ice AR with Silk offers premium benefits at a value price
- Overall AR sales will increase by offering a value option
- By having tiered non-glare offerings it gives you the ability to meet all patient's needs and budgets
- AR increases patient satisfaction which in return drives return business and word of mouth advertising
- Our Pad Control System™ enables you to edge in-house without fear of slippage

**98% OF THOSE  
THAT  
WEAR AR  
TREATED  
LENSES BUY THEM  
AGAIN!**

Patients care about value-driven options. In fact, 62% of those without AR are looking to get the most for their money. Ice AR with Silk lenses are the best option because they deliver:

**PATIENTS RELY  
ON THEIR  
EYECARE  
PROFESSIONAL  
TO LEARN ABOUT  
THE BENEFITS OF  
NON-GLARE.**

- Outstanding quality
- High performance - increased durability and cleanability
- Advanced technology - enhanced superhydrophobic topcoat
- Affordable pricing

**Ice AR with Silk makes it easier to reach your goals and get patients excited about non-glare!**



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