

It's simply **VALUE** **Photological**

LifeRx® photochromic technology makes great business sense. Here's why:



FACT #1
Superior Performance

LifeRx polycarbonate lenses are crystal clear indoors, darken rapidly outdoors and fade back to clear more quickly than leading competitors.



FACT #3
Availability

No subbing, no waiting, just product. No other photochromic polycarbonate offering matches the depth of LifeRx light-responsive lenses.



FACT #2
Superior Value

Price can be a barrier to consumer adoption of photochromics. The LifeRx pricing model helps you grow this segment while retaining a healthy margin. Aggressively priced, LifeRx lenses can offer you as much as a 25% net savings when compared to a leading brand.



FACT #4
Flexibility

Business models vary. Whether yours is small, large, in-between or unconventional, we can help. From custom marketing programs and promotions to private labeling options and point-of-sale tools, our marketing department is yours.

When customers ask for "the lenses that change," give them the superior performance, enhanced durability and value of LifeRx light-responsive lenses—the clearer, faster, more durable alternative.

"Frankly, it's the best photochromic on the market. When you factor in the wide range of styles, some that are exclusive, coupled with the price point and performance, LifeRx is a no-brainer."

Richard Stewart
VP of Manufacturing
Nationwide Vision

Only from LifeRx

The exclusive LifeRx D28 Bifocal, D35 Bifocal and 7x28 Trifocal are the only polycarbonate photochromic lenses of their kind on the market.



DURABILITY
BY DESIGN

LifeRx
LIGHT-RESPONSIVE LENSES

Let's face the facts.

LifeRx® is the photological photochromic alternative.

The ultimate lens for everyday use!

- More durable and impact-resistant
- Longer-life performance
- Deactivate 30–180% more quickly than the latest generation of our competitors' photochromic lenses
- Less yellowing
- Compatible with anti-reflective coatings
- Compatible with all frame styles, including rimless

Optimized technology

LifeRx is a faster, clearer, more durable lens.

Highly sensitized polycarbonate resin allows the dye to be crystal clear.

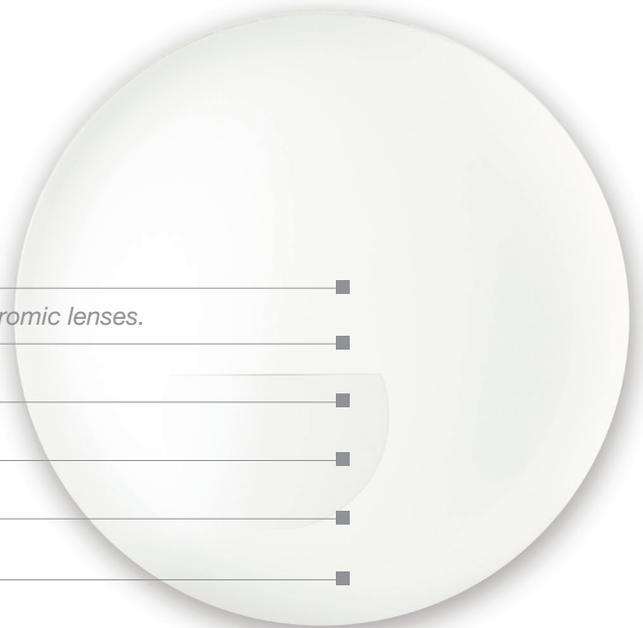
Photochromic dye formulated to fade back faster than leading photochromic lenses.

Fast darkening speed, activating in less than one minute.

Hard-coated with Tegra® coating for superior scratch-resistance.

100% protection from the sun's harmful UVA and UVB rays.

Thinner and lighter polycarbonate for a more attractive appearance.



LifeRx® Product Availability

Product	Diameter	Power Range	Colors	Bases	Cylinder/Adds
LifeRx FSV	65mm, 75mm	+2.00 to -6.00	Gray, Brown	–	-2.00 cyl
LifeRx FSV Vivid AR	65mm, 75mm	+2.00 to -6.00	Gray, Brown	–	-2.00 cyl
LifeRx Aspheric SFSV	75mm	+8.00 to -8.50	Gray, Brown	0.50, 1.50, 2.50, 3.50, 4.25, 5.50, 6.00, 6.50, 7.50	–
LifeRx SFSV	75mm	+5.00 to -11.75	Gray, Brown	0.50, 1.00, 2.00, 3.00, 4.00, 5.25, 6.25, 7.50	–
LifeRx D28 Bifocal	75mm	+5.00 to -11.75	Gray, Brown	0.50*, 2.00, 4.00, 6.25, 8.50	+1.00 to +4.00
LifeRx D35 Bifocal	75mm	+4.00 to -10.25	Gray, Brown	2.00, 4.00, 6.25	+1.00 to +3.00
LifeRx 7x28 Trifocal	75mm	+4.00 to -10.00	Gray, Brown	2.00, 4.00, 6.25	+1.50 to +3.00
Outlook® LifeRx Progressive	80mm	+6.50 to -9.00	Gray	1.50, 3.50, 5.00, 6.50, 7.50	+0.75 to +3.50
Novel® LifeRx Progressive	80mm	+6.50 to -10.00	Gray, Brown	1.50, 3.00, 4.00, 5.00, 7.00	+1.00 to +3.00
Novella® LifeRx Progressive	75mm	+6.50 to -10.00	Gray, Brown	1.50, 3.00, 4.00, 5.00, 7.00	+1.00 to +3.00

*+2.00 to +3.00



www.visionease.com
800-328-3449

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