



Ask for premium lenses
manufactured by Vision-Ease Lens.

LifeRx[®]
LIGHT-RESPONSIVE LENSES

Coppertone[™]
POLARIZED LENSES

illumina[®]



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VISION-EASE LENS
WORLDWIDE

INDEPENDENT. IT'S WHY WE CARE.

Your guide to understanding
light-responsive lenses.



Responds to light.
Responds to lifestyle.
Responds to you.

CLEAR



ACTIVATING



FULLY TINTED



LifeRx
LIGHT-RESPONSIVE LENSES

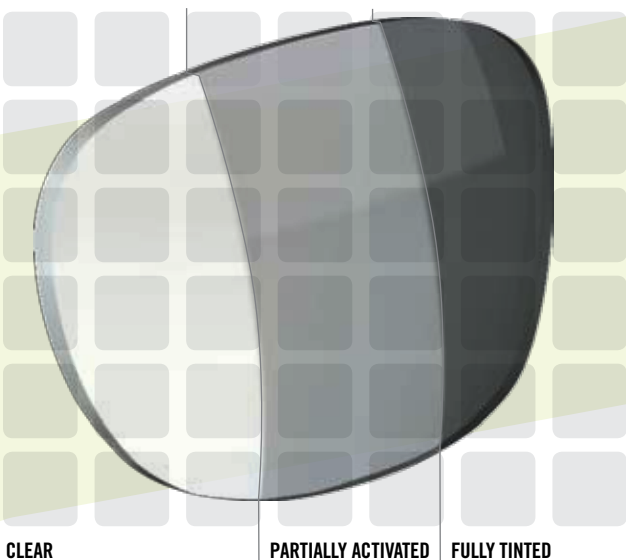
UNDERSTANDING LIGHT-RESPONSIVE TECHNOLOGY

WHAT ARE LIGHT-RESPONSIVE LENSES?

Light-responsive, or photochromic lenses adjust tint in changing light conditions. Indoors, the lenses are clear. Outdoors, the lenses darken based on UV light exposure. The brighter the light, the darker the lens.

LIGHT-RESPONSIVE LENSES PROVIDE SUPERIOR PROTECTION, COMFORT AND CONVENIENCE.

- » Added protection by blocking 100% of UVA and UVB rays
- » Added comfort by quickly adjusting to changing light conditions and reducing eyestrain
- » Added convenience to provide improved vision wherever you go



ASK YOUR EYECARE PROFESSIONAL TO DEMONSTRATE LIGHT-RESPONSIVE LENSES.



CRYSTAL CLEAR: At home, work or school, light-responsive lenses are clear indoors.



PARTIALLY ACTIVATED: As you are exposed to different levels of UV light, light-responsive lenses tint accordingly.



FULLY TINTED: Added UV protection makes light-responsive lenses ideal for children as well as adults.



HOW TO SELECT A LIGHT-RESPONSIVE LENS

CHOOSE THE BEST OPTION

WHAT TO ASK YOUR EYECARE PROFESSIONAL

1. DOES THIS LENS PROTECT MY EYES FROM UV LIGHT?

In the long run, UVA and UVB radiation can damage your vision and age the skin around the eyes. Ask for lenses that provide 100% UV protection.

2. IS THIS LENS COMFORTABLE TO WEAR?

Lenses made of polycarbonate look great and are comfortable to wear because they are up to 50% thinner and 50% lighter than standard plastic lenses.

3. IS THIS LENS DURABLE?

Lenses that are durable save you money and offer protection for your entire family. Some light-responsive lenses use best-in-class technology to be more durable. In addition, impact resistant lenses are a must for



Discuss your needs with your eyecare professional. There are many options available.

your safety and the safety of your family. Polycarbonate provides the safest lens possible, protecting your vision and giving you peace of mind.

4. IS THIS LENS AVAILABLE IN MY PRESCRIPTION?

Some prescriptions, including bifocals, were not available for light-responsive lenses until recently. Check with your eyecare professional to find out which lenses are available in your prescription.

5. IS THIS LENS AVAILABLE FOR MY FRAMES?

Not all lenses fit every frame. Make sure your light-responsive lenses fit your carefully selected frames.

6. DOES THIS LENS RESPOND RAPIDLY IN CHANGING LIGHT?

Different light-responsive lenses adjust to light at different speeds. Ask for a demonstration to see how quickly lenses will adjust.

WHY CONSIDER LIFERX?

There are many brands and alternatives available for light-responsive lenses. LifeRx lenses offer premium technology for continuous UV protection. LifeRx lenses respond rapidly to changing light conditions, look good and fit your favorite frames.

COMFORT & CONVENIENCE

- » Provides comfort by adjusting to various levels of direct UV light.
- » Provides convenience by allowing you to see well indoors and out without switching glasses.
- » Made from ultra-light polycarbonate material, LifeRx lenses are 50% lighter than standard plastic lenses and always feel great.

PROTECTION

- » Provides protection by blocking harmful UVA and UVB rays.
- » Six times more scratch resistant than standard plastic for added durability.
- » Impact resistant and virtually shatterproof.

STYLE

- » LifeRx lenses are 50% thinner than standard plastic lenses for a more attractive appearance.
- » Crystal clear indoors so people see your eyes, not a tinted color.
- » Compatible with the most popular frame styles.

COMMITMENT TO QUALITY



You deserve lenses manufactured using the latest technology under strictly controlled procedures. The LifeRx name is your guarantee of protection. We pledge that you will be completely satisfied with the quality of your lenses.

PHOTOCHROMIC LENS BRAND COMPARISON

	LifeRx® Polycarbonate Photochromic	Other Polycarbonate Photochromic	Plastic Photochromic	Standard Plastic
Indoor Clarity	●	●	●	●
Fadeback Speed	○	●	●	●
Durability	●	●	●	●
Outdoor Tint	○	●	●	●
UV Protection	○	●	●	●
Scratch Resistance	●	●	●	●
Impact Resistance	○	○	●	●

○ Poor ● Moderate ● Excellent

ASK YOUR EYECARE PROFESSIONAL ABOUT WHICH LIGHT-RESPONSIVE LENS IS RIGHT FOR YOU.

REMEMBER! YOU NEED PRESCRIPTION SUNGLASSES.



In addition to light-responsive lenses, you will need polarized lenses to see your best for driving and outdoor activities. We recommend Coppertone™ polarized prescription lenses; they block 97% or more of reflected glare.