



Midwest Monthly

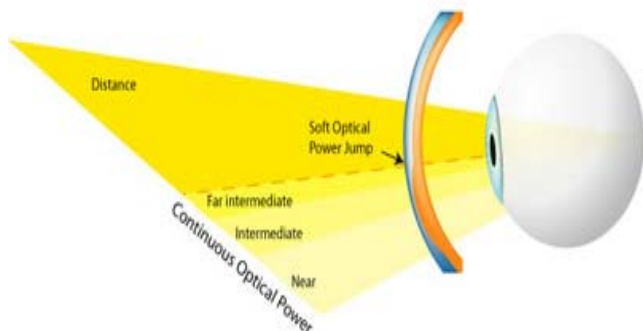
atLast! Enhanced Multifocal Lenses

So much of everyday life happens in the intermediate range of vision – working on computers, reading labels on store items, glancing at the vehicle dashboard or viewing friends across the table. Now there's a new lens for bifocal eyeglass wearers who have been missing out on intermediate vision -- atLast! Enhanced Multifocal Lenses.

atLast! is not a progressive lens or a blended bifocal. It's an entirely new type of lens made with composite lens design technology to provide wide, clear, continuous vision from close-up to five feet away, with a soft power jump when transitioning from distance to far-intermediate viewing. The material, Composite 67, is a combination of a 1.67 index material and Trivex. These two lens materials are molecularly bonded to form a composite lens. The power segment is semi-visible when looking through the back of the lens and virtually invisible to those looking at the wearer.

atLast! Enhanced Multifocals are unlike any other multifocal lenses available today. Bifocals and trifocals use a power segment on the surface of the lens to provide the appropriate vision correction. Other lenses like progressives have gradually increasing power throughout the lens. And most multifocals provide up to three 'zones' of clear vision— Near, Intermediate and Distance. But atLast! combines a power gradient and an embedded power segment—to provide four zones of clear vision:

- Near vision—(from 12" to 18")
- Intermediate vision—(from 18" to 29")
- Far-Intermediate vision- (from 29" to 5 feet)
- Distance vision—(beyond 5 feet)



Plus, atLast! Enhanced Multifocals are unique in providing Far-Intermediate vision, enabling wide, clear, continuous vision from close-up all the way out to five feet, with a soft power jump when transitioning from distance viewing to far-intermediate.

Conventional Bifocal



atLast! Enhanced Multifocal



The soft power jump is 70% less than that of a bifocal equivalent add power. Wearers enjoy more than 10 times the range of near and intermediate vision compared to a bifocal of comparable add power, with a viewing area that's wider and more stable. Together with clear, spacious distance vision, these lenses give your patients the full range of vision they need in a lens style that's familiar.

Candidates for atLast! lenses are current bifocal and trifocal wearers ensuring significantly improved optical performance combined with optimum cosmetic appeal as it appears lineless when viewed on the wearer. They are also a solution for computer users, progressive lens non-adapts or a second pair for progressive wearers who need more intermediate.

Currently available in clear and Transitions gray and brown, contact your Midwest Labs location to receive more information.

	Clear	Transitions
Uncut	127.95 / 170.60	185.25 / 247.00
Finished	139.00 / 185.33	196.30 / 261.73

Bold pricing reflects maximum discount.



LOOKING FOR *YOUR* STIMULUS PACKAGE?

Midwest Labs has it! Starting April 1st to June 30th, you will have the opportunity to earn big dollars by simply purchasing all of your Varilux® lenses, Crizal® lenses, and Xperio™ Polarized Lenses from Midwest Labs.

Here's how...

For every pair of lenses that exceeds your monthly goal, you will earn Visa® Gift cards or account credit!

Earn the following dollar amounts in Visa® Gift cards for every pair that exceeds your monthly goals.

\$10 Varilux Lenses: Includes the following designs.

Varilux® Physio®

Varilux Comfort®

Varilux® Ellipse®

Varilux® Panamic®

BONUS: Earn an additional \$5 per pair when you order the following digital Varilux Lens designs.

Varilux Physio 360™

Varilux Comfort 360™

Varilux Physio Short 360™

Varilux Ellipse 360™

\$15 Varilux® Xperio™ Polarized Lenses and Varilux Sport™ Lenses

Varilux Sport™

\$10 Single Vision Xperio Polarized Lenses with Crizal® Anti-reflective coating

\$5 Crizal® Lenses

You will receive your sales goals from your Midwest Labs Sales Representative for the following products.



VARILUX®

Crizal®

Xperio™
The polarized experience

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