



What material fits best for your patients?

Thirty-seven years ago when Midwest Labs first opened their doors as Midwest Uncuts, there were only two lens material choices: glass and CR-39. Glass was available in many color choices, but CR-39 was clear only with an available scratch coating upgrade. Today there are dozens of lens materials ranging from CR-39 to high index 1.74. Navigating lens material availability combined with enhanced features such as polarized, Transitions and anti-reflective options can be tricky. Add today's high end frame choices of fashionable wrap sunglasses and trendy drill mounts, choosing the best lens is harder than ever before!

CR-39 maintains roughly 55% of the market, not surprising considering about 80% of eyewear prescriptions are in the +/- 3.00D range. Familiarity with availability of CR-39 styles and pricing may be some reasons why CR-39 continues to be popular when other materials may be more beneficial. Drawbacks of CR-39 include low UV absorption, reduced impact resistance in comparison to other lens materials, scratch resistance coating must be applied, and poor performance in drill mount frames.

Reduction of weight and thickness starts to become noticeable at +/- 1.50D when mid-index Trivex lens material is utilized over CR-39. Still considered a relative newcomer to our industry, Trivex material boasts the optical clarity of glass and the safety features of polycarbonate. Trivex provides UV absorption, a scratch coating with a one year warranty and a larger profit for your office as you can charge more. Trivex material is one of the best choices for drill mount frames and is guaranteed for one year against cracking and starring. These lenses have high impact resistance, withstanding an impact from a 1/4 in. pellet fired at 150 ft. per second and not break. Available in single vision, FT 28, 7x28, and many progressives designs, many of your patients could benefit from this material.

High index materials are available in an index of 1.60 and also include polycarbonate with an index of 1.59. These lenses will benefit patients whose prescriptions fall between +/-4.00 to 8.00D to decrease thickness,

provide lighter weight, dual sided scratch protection and 100% UV absorption. Polycarbonate lenses became very popular during the 1980's for these reasons and because of their high impact resistance. This material should be recommended for children, young adults, people with active lifestyles and safety eyewear, regardless of the prescription. High index lenses are also an acceptable choice for drilled rimless eyewear and have a large lens style availability.

Super high index materials are currently available in indexes ranging from 1.66 to 1.74. These lenses will provide the maximum benefit in reduction of thickness and weight in high-power prescriptions. For powers over +/- 8.00D, these lenses are the best choice to provide the highest cosmetic appeal while including 100% UV absorption, dual sided scratch resistance and are also a superior choice for drilled rimless eyewear (excluding 1.74).

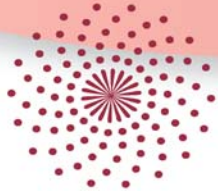
With the recent explosion of digital surface lenses, lens designs are available in more material and color combinations than ever before. Because most of the lenses begin with a semi-finished single vision lens blanks, manufacturers are now able to release these products in virtually every option possible. This makes matching the design across several different pairs of patient eyewear possible where in the past you may have had to mix progressive designs to accommodate the different frame choices.

Below is a quick reference chart that outlines lens options by power to achieve the thinnest lenses possible (materials are listed in order of thickest to thinnest). Please refer to our price list for lens availability or call us with any questions.

Lens power	Materials
+/- 0.00 to 1.50D	CR39, Mid-Index, High Index, Super High Index
+/- 1.50 to 4.00D	Mid-Index, High Index, Super High Index
+/- 4.00 to 8.00D	High Index, Super High Index
+/- 8.00 and above	Super High Index

Join **Hilco**® in helping to cure this deadly disease!

Thanks to your generosity, Hilco has contributed more than \$19,000 to the Breast Cancer Foundation with our "Think Pink" campaign! October is National Breast Cancer Awareness Month and Hilco will contribute 5% of all sales generated by any Hilco Breast Cancer Awareness product all year long. Don't wait... call today to place your order and join the fight to cure this disease!



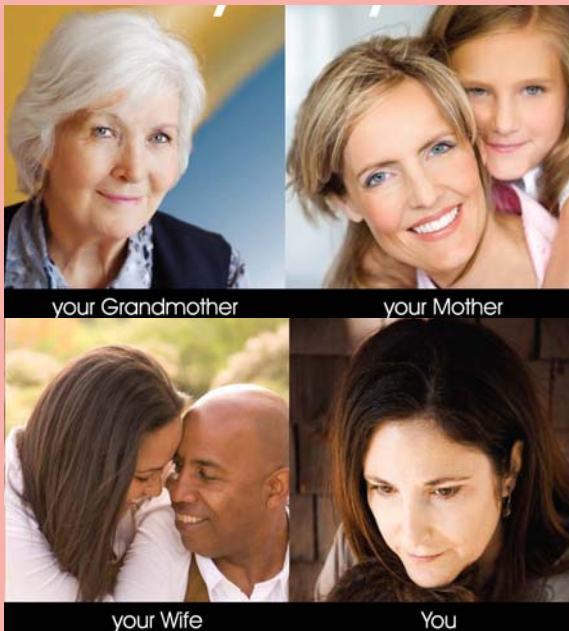
Call 1-800-247-2525 to place your orders today!

... the circle of caring never ends and continues to grow each day.

Did you know

One out of every 8 women today will develop breast cancer at some time during their lives?

Maybe you know someone



your Grandmother

your Mother

your Wife

You

"Think Pink" Cleaner/Combo Set

Includes:

- Lens cleaner, 2 oz. (59ml)
- Microfiber cleaning cloth



Part No.	Description	Less than 24 Price Ea. (USD/CAD)	24+ Price Ea. (USD/CAD)	48+ Price Ea. (USD/CAD)
44/089/0000	Cleaner/Combo Set (imprint)	N/A	N/A	\$ 2.30
44/089/0999	Cleaner/Combo (non-imprint)	\$ 2.72	\$ 2.61	\$ 2.35

"Think Pink" Desk Companion Set

Includes:

- Desk caddy
- Pink ribbon eyeglass holder
- Soft-slip eyewear case
- Lens cleaner .68 oz. (20ml)
- Microfiber cleaning cloth



Pink ribbon holder can be purchased separately for \$5.99 (#08/480/0000)

Part No.	Description	Price (USD/CAD)
07/255/0000	Think Pink Desk Companion Set	\$ 10.49

"Think Pink" Ribbon Reader Set

Includes:

- Handcut plastic laminate reader with pink ribbon accent
- Eyeglass case with microfiber cleaning cloth



Save 35%
Purchase any 6 BCA readers, receive 6 holders and display FREE (value \$55.93)

Part No.	Description	Price (USD/CAD)
22/256/1000	Think Pink Ribbon Reader +1.00	\$ 16.99
22/256/1500	Think Pink Ribbon Reader +1.50	\$ 16.99
22/256/2000	Think Pink Ribbon Reader +2.00	\$ 16.99
22/256/2500	Think Pink Ribbon Reader +2.50	\$ 16.99
14/256/0000	Think Pink Ribbon Reader Display (empty)	\$ 19.99

"Think Pink" Plano Swim Goggle

Features:

- Fits adult narrow faces
- 1 Step strap adjustment system
- One piece universal fit bridge design
- Molded silicone split strap for secure fit
- Includes bonus carrying pouch



Part No.	Description	Price (USD/CAD)
A00835-PC	Think Pink Goggle: Clear with Pink Lens	\$ 10.00
A00835-CS	Think Pink Goggle: Silver with Clear Lens	\$ 10.00