

Reviewed by:

___ Doctor
___ Optician
___ Technician
___ Other



Polarized Is Heating Up!

Winter was long and especially fierce this year so it is no surprise that everyone is anxious to get outside and enjoy sunny weather. While sunwear is important all year around, spring and summer tend to be the most popular selling seasons.

Currently, there are 150 million eyeglass wearers in the U.S. but only 15% own an outdoor Rx pair. In fact, only 6% of all Rx pairs sold are polarized. Sunglasses represent huge growth potential for your practice. Everywhere you look sunglasses are being sold: the gas station, drugstores and specialized sunglass stores, just to name a few. There is no reason those sales shouldn't be coming through your practice. When approaching your patients about their sunwear, begin when they make the appointment. Ask them to bring their sunglasses with them so the doctor can evaluate them as well. If they are "cheapies" from the drugstore, show them in the exam room how distorted the "E" becomes. If they need further proof of the cheapies poor quality, check them in the UV meter. The UV content usually registers under 50%.

In-store displays that are specific to your patient's needs will aid in the presentation and help get them thinking about why they need sunwear. Display a soccer ball and catcher's mitt with protective sunwear to get parents considering their children's needs. A beach ball and fishing net placed by your polarized lens demonstrator will make your water loving patients explore how these lenses will benefit them. There are many different in-office demonstration units available to illustrate choices of color, materials and treatments such as polarization and AR.

Safety is another aspect for patients to consider when purchasing sunwear. Protecting their eyes from UV rays reduces the risk of diseases like macular degeneration and cataracts. Secondly, polarized lenses reduce the amount of glare to provide better optics and perception when driving.

Lifestyle questionnaires are an excellent way to bring up the topic of sunglasses. The vast majority of people have an occupation or hobby in which they would benefit from quality lenses. If you do not have a patient survey currently in your office, simply talking with them will usually uncover their interests. Remember, if a person is passionate about a sport or activity, they will happily purchase the newest

equipment. If sun lenses and additional treatments will further improve their enjoyment or skill level, they will want to know.

Undoubtedly, tinted sunlenses from your dispensary will be an improvement over cheap sunglasses. However, polarized lenses provide the best vision and clarity in sunwear. Patient education is key when offering polarized lenses. In addition to explaining the benefits, utilize an in-store demonstration unit and take patients outside when weather permits. Plus, when all the staff wears polarized lenses they can give first hand experience to the advantages.

Polarized lenses are available in a rainbow of colors to enhance the patient's outdoor activities or to give attitude to their sunglasses. Dependant upon lighting conditions, some colors will perform better than others. Gray works best for intense glare and bright sunlight when driving, fishing and boating. Melanin and brown tints improve contrast and work well when golfing and snowmobiling. Green is good choice on bright days for tennis and baseball. Orange and yellow block blue light and perform best under low light or overcast conditions such as when shooting, biking and skiing. Red works well for fishing in low light, skiing or snowmobiling, while violet can be used for golfing on overcast days or shooting.

When the large wrap sunglasses first appeared a few years ago, it was sometimes a challenge to provide good optics and an acceptable fit with the available lenses. But with specialized wrap designs and digital processing, that is now largely in the past. A few extreme prescriptions may be difficult to process, but a large majority of your patients are now candidates for these frames. When you do question if a frame will be appropriate for a higher Rx, contact us to help assist you in choosing the proper lens for the best fit.

Lastly, do not forget surface treatments to complete the patient's sunwear. Placing a **Reliance SPF** backside AR coating on the backside of the lens will reduce reflections and help repel dirt, sweat and other debris. Full and flash mirror treatments add attitude to sunwear, help reduce glare and light transmission and are available in a variety of colors.

For marketing and education materials, contact your Midwest Labs location.

You Say You Want a Revolution.

The arrival of the "fab four" from Liverpool triggered the musical revolution of the Sixties, introducing a modern sound and viewpoint that parted ways with the world.

In that same spirit of change and innovation, Specialty Lens Corporation releases the HIP (hi-index polarized) program, simplifying the purchase and sale of hi-index polarized lenses.

Simplified Pricing.

To complement our polarized variety, Specialty Lens has developed an exciting new program to simplify pricing for hi-index polarized sunwear.

The big idea?

Pay one price for single vision and progressive hi-index polarized lenses.

Offer good until August 31, 2010.

A lens for every patient.

Whether your patient needs a mid-, high-, or ultra-high-index polarized lens, iRx Xperio offers the world's leading availability of hi-index polarized lens materials, styles and colors.

With iRx Xperio's HIP program, it's now even easier for you to offer your patients a sun lens that meets their individual lifestyle needs.

LENS STYLE	AR ¹	POWER RANGE	SMOKE	CHOCOLATE	ASH	CARAMEL	FOREST	COPPER	AMBER	RUBY	SUNFLOWER	VIOLET	SUNSET	ROSE	OCEAN	GRASS	
1.56 MID-INDEX	Single Vision	✓ -12.00 to +6.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	iRx Pro™ ²	✓ -10.00 to +6.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	iRx Short™ ²	✓ -4.25 to +6.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
1.60 HI-INDEX	Single Vision	✓ -12.00 to +6.00	✓	✓	✓	✓											
	iRx Pro™ ²	✓ -10.00 to +6.00	✓	✓													
1.67 HI-INDEX	Single Vision	✓ -12.00 to +6.00	✓	✓	✓	✓	✓	✓	✓	✓							
	Single Vision Asph	✓ -12.00 to +6.00	✓	✓	✓	✓											
	iRx Pro™ ²	✓ -10.00 to +6.00	✓	✓													

¹ Compatible with most popular anti-reflective coatings
² Minimum fitting height iRx Pro: 18mm, iRx Short: 14mm

*Prices are for uncut lenses. Add \$15 for finished jobs.

Call to order today

