

Reviewed by:

- Doctor
 Optician
 Technician
 Other

Change Is Around the Corner

Over the last few years we have seen dramatic changes in our industry as digital processing has become more common and soon there will be changes in the availability of Varilux lenses. Here is a sneak peak at what you can expect.

During March you will see information on the New Varilux Comfort lenses. Slated to be released in July, this a totally new product and PAL design, is based from the original Comfort design. Two styles will be introduced: New Varilux Comfort and New Varilux Comfort Short. The New Varilux Comfort lenses offer Total Comfort Vision by providing:

- * Natural posture
- * Fast Adaptation
- * Easy Focus
- * Minimal distortion

The current Varilux Comfort design will be discontinued at the release of the New Varilux Comfort. Essilor opted to keep the "Comfort" name as it is very recognizable among ECP's and their patients.

Similar to New Varilux Comfort, the Varilux Physio will continue to be offered in two styles; Varilux Physio and Varilux Physio Short. The enhancement to the Varilux Physio design is W.A.V.E. Technology 2:

- * Next Generation in aberration control
- * Customized for optimal performance
- * Sharper vision at every distance in any light

The New Varilux Comfort and Varilux Physio designs will be available surfaced three separate ways:

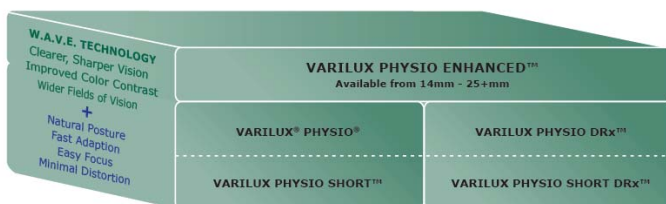
- 1) Traditional surfacing on a semi-finished New Varilux Comfort lens
- 2) *DRx*- Back only digital surfacing on a single vision semi-finished lens
- 3) *Enhanced*- Digital surfacing on a semi-finished New Varilux Comfort or Physio lens. The Enhanced versions feature a variable corridor design.

With fitting height availability of 14mm to 25+mm, both designs will be applicable for virtually all of your patients. The difference between New Varilux Comfort and Physio lenses is the incorporation of W.A.V.E. Technology 2. Essilor feels original W.A.V.E. Technology was a revolutionized lens design by which the amount of distortion caused by light passing through the lens was minimized. W.A.V.E. Technology 2, the next generation of lens design, identifies and manages distortions for the sharpest vision at every distance in every lighting condition, even low light.

The Varilux Panamic is expected to be discontinued during 2010. New additions to the Essilor line-up include:

- Essilor Ideal in Trivex, polarized and a wrap design (coming soon)
- Definity and Definity Short in 1.74 (available now)
- Trivex Accolade (available now)
- Trivex Varilux Physio (coming soon)

The result of these changes will be a streamlined product availability that will make it easier for you. If you have any questions on the new products or availability, please contact your Midwest Labs location.



Coming soon!

NEW

Transitions® XTRActive™

NEW Transitions XTRActive lenses! Everyday lenses designed for wearers who prefer a slight tint indoors and a very dark lens outdoors, these are not the same XTRActive lenses you remember from several years ago. Much lighter indoors than before, the new XTRActive lenses also have the added benefit of activating to a moderate tint behind the windshield of a car. A release date has not been announced, but you can expect to see these lenses available by April. More information to be released soon!



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