

Reviewed by:

\_\_\_\_ Doctor  
\_\_\_\_ Optician  
\_\_\_\_ Technician  
\_\_\_\_ Other



## A Closer Look at NVF Lenses

Technology feels like it is moving at the speed of light. It seems every month a new gadget is being introduced making information and entertainment readily available at your fingertips. The workplace has also changed drastically in the last decade and the U.S Bureau of Labor Statistics report that over 100 million people in the U.S. spend over 50 percent of their workday at a computer.

Consumers are passionate about their technology and are willing to spend big dollars for the devices and the accompanying accessories. The demand for the newest and greatest is high that products like the iPhone or the Nook sell out almost before they even hit the shelves. The same holds true in the workplace. Millions of dollars are spent on ergonomic chairs and workstations to help alleviate the stress associated with hours of computer use. So why are sales for near variable focus lenses (NVF) still so low?

All individuals have a natural resting point where their eyes come to focus without any accommodation or convergence. Computer images contain pixels and are very bright in the center and fade away on the edges. The human eye is designed for well defined images including contrast and sharp edges for the eye to focus. When viewing computer screens and other electronic devices, the human eye has difficulty holding the image and attempts to reset to the natural resting point. Then, the brain tells the eye to focus on the screen. This results in the muscles of the eye flexing repeatedly causing fatigue. This fatigue leads to headaches which cause tension in the neck, shoulder and back.

Widely known as "computer" lenses, several designs are available and were first introduced more than 15 years ago. Low usage is due to confusion on how the lenses work and lack of awareness of these products. When ordered, it is preferred that the standard progressive Rx is given. The lab computer software takes that information and a power conversion is applied to provide the correct end Rx. If the lenses are ordered with a requested converted Rx, it is difficult to determine what initial Rx will result in the correct power conversion to achieve the desired NVF Rx. To avoid confusion and costly remakes, we request you order using the patients progressive Rx only.

Essentially, NVF lenses are reading lenses that have progressive reduction of power from bottom to

top. Designers of NVF lenses strive to create lenses with clear vision from 1.5 feet to about 10 feet while minimizing the peripheral blur associated with progressive lenses. Most have no distance power and with the intermediate now in the upper portion of the lens, patients are able to hold their head at a more natural position when using the computer.

When confirming the power of NVF lenses, the lens is read at the bottom near viewing area of the lens. If the power read is the patient's reading Rx, the lenses are correct.

Until recently, these lenses were geared towards typical progressive lens wearers. With the increased use of computers and handheld devices, younger and younger wearers have complained of eye fatigue. Essilor has introduced a new lens to answer this need called the Anti-Fatigue. This is a single vision lens with a +0.60D "power boost" in the lower portion of the lens. It was designed for non-presbyopes and emerging presbyopes, whether plano or prescription. The power boost relieves the demand for convergence and accommodation by delivering additional power 10mm below the fitting point. They can be prescribed as a primary pair or task-specific second pair.

Fitting the Anti-Fatigue lenses is the same as standard progressive lenses. Measure center pupil for the height and choose a frame that has minimum 23 B measurement and the patient's height is a minimum 13 mm. Target patients would be 35 to 45 year olds that are just beginning to need additional plus for reading, or 18 to 34 year olds that complain of eyestrain and fatigue.

Identifying patients who could benefit from NVF lenses is easy. Simply ask "*At the end of the day, do you ever experience headaches, tired eyes, blurred vision, or neck or shoulder pain?*" If the answer is yes, make sure to alert the doctor and explain the benefits of NVF lenses. Patients have different shoes for their leisure time as compared to when at work; their glasses should be no different. And their back and neck will thank you for it!

There are a variety of NVF lens designs available from numerous lens manufacturers which can be supplied by Midwest Labs. If you would like additional information on NVF lenses, contact your Midwest Labs location.

**NEW**  
**VARILUX**  
Comfort®

Introducing  
**New Varilux Comfort® Lenses**  
Because modern life is so visually demanding



**Announcing the launch of New Varilux Comfort® lenses - July 6th, 2010**

Beginning July 6th 2010, New Varilux Comfort lenses will be available to help patients enjoy all of the benefits of Varilux Comfort plus new advancements for ease of vision throughout the day in every aspect of modern life.

Developed using Essilor's proprietary Live Optics research and development process, Essilor claims the New Varilux Comfort lenses have been proven to meet the modern needs of today's presbyopic wearer. Study results show that New Varilux Comfort provides wearers with more ease of vision than ever before as they go about their various daily activities and that the updated design allows for easy transitions from one field of vision to another.

Beginning July 2010, New Varilux Comfort, New Varilux Comfort Short and New Varilux Comfort Enhanced lenses will be available in 1.50 Index Plastic, 1.50 Transitions® VI Gray and Brown, Airwear® and Airwear® Transitions® VI Gray and Brown.

Beginning September 2010, New Varilux Comfort, New Varilux Comfort Short and New Varilux Comfort Enhanced lenses will be available in Thin&Lite® 1.60, Thin&Lite® 1.60 Transitions® VI Gray and Brown, Thin&Lite 1.67 and Thin&Lite 1.67 Transitions VI Gray & Brown.

New Varilux Comfort	Complete	Uncut
1.50 Clear	<b>77.25</b> 103.00	<b>64.38</b> 85.84
1.50 Transitions	<b>118.68</b> 158.20	<b>110.99</b> 147.99
Airwear	<b>92.70</b> 123.60	<b>79.31</b> 105.75
Airwear Transitions	<b>138.08</b> 184.11	<b>124.33</b> 165.77
New Varilux Comfort Short	Complete	Uncut
1.50 Clear	<b>89.48</b> 119.30	<b>76.62</b> 102.16
1.50 Transitions	<b>130.28</b> 173.70	<b>122.63</b> 163.50
Airwear	<b>104.80</b> 139.73	<b>91.41</b> 121.88
Airwear Transitions	<b>149.57</b> 199.42	<b>135.81</b> 181.08
New Varilux Comfort Enhanced	Complete	Uncut
1.50 Clear	<b>92.25</b> 123.00	<b>79.38</b> 105.84
1.50 Transitions	<b>133.68</b> 178.24	<b>125.99</b> 167.99
Airwear	<b>107.70</b> 143.60	<b>94.31</b> 125.75
Airwear Transitions	<b>153.08</b> 204.11	<b>139.33</b> 185.77