

Reviewed by:

- Doctor  
 Optician  
 Technician  
 Other

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. Take a quick look around in nearly any public place and you're bound to see 50 percent of people surrounding you either texting or on the net with a handheld device. Visual demands have changed drastically in the last ten years.

There are many choices available to assist your patient's changing visual needs, but sales for near variable focus (NVF) lenses are sluggish at best. Millions of dollars are spent on ergonomic chairs and workstations to help alleviate the stress associated with hours of computer use. Consumers are willing to spend hundreds of dollars on the newest technology. If presented with the opportunity to purchase eyewear that will enhance their computer and technological experience, you may be surprised at how many additional sales will result!

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.

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. To avoid confusion and costly remakes, we request you order using the patient's progressive Rx only.

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 and Shamir both have single vision lenses available to answer this need. These are a single vision lens with a +0.60 and +0.65 D "power boosts" 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.

Measure center pupil for the height and choose a frame that has minimum 23 B measurement. 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.

You wouldn't wear heels to a construction site.  
*Are you wearing the right eyewear at the office?*



Do you experience:

- Headaches
- Neck and back pain
- Burning / Stinging Eyes
- Difficulty focusing after extended period of time

*Eyewear designed for the work environment is the answer.*  
*Ask us about this solution today!*

We also offer this POP piece with bullet points alerting patients to physical symptoms that can be relieved with NVF technology. To request POP support material or if you have any additional questions concerning these lenses, contact your Midwest Labs location.



# cool rewards

Want to start your summer on a cool note? You can earn cool cash rewards just for recommending Varilux® digital no-glare lenses to your patients!

It's easy.... Simply provide your patients with the only back side digital lenses that offer the superior performance of Varilux and consistent precision— Varilux Physio DRx™ and Varilux Comfort DRx™. Add your choice of Reliance AR coatings OR Crizal Sapphire™, Crizal Avance™ with Scotchgard™ Protector, Crizal Alize™, Crizal Easy™, Crizal Sunshield™, and receive cool cash rewards!

**Earn \$100 for every 10 pair of Varilux DRx lenses that include your choice of Reliance or Crizal.**

We will track your sales monthly and send out Visa® gift cards in your earned amount at the end of the promotion. Please allow 4-6 weeks for processing. Orders funded wholly or in part by any state or federally funded program are not eligible for cool reward. Eligibility is to be determined by participating practitioners. Partial, warranty, re-do and complimentary orders will not be counted as part of the cool rewards promotion. Void where prohibited. Unless otherwise indicated, all trademarks are property of Essilor International and/or its subsidiaries. Visa is a trademark of Visa Corp.



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**Crizal®**

**VARILUX  
DRx™**