

Reviewed by:

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

It has been an eventful summer at Midwest Labs! This month the format for our newsletter is slightly different as we have numerous new products to announce. The summer season began with the release of our digital design only price list and already we have upgraded Naturalite Digital designs to accomodate every patient's visual demand. On the following pages you will find our exclusive offering of Naturalite Digital lenses.

Always striving to fulfill our motto as *The Experts in Lens Technology*, we have reformulated and revolutionized our Reliance AR to offer an AR that will satisfy your most demanding patients! We continue to work hard to provide you with the most innovative products and services. And this isn't everything— keep your eyes open for more exciting news to come!

## *Indulge your patients with LuxAr!*



We are very pleased to announce Reliance *LuxAr*, the newest addition to our Reliance Easy Care AR products! Currently, 9 out of 10 anti-reflective orders placed through Midwest Labs are a Reliance AR product. We understand you have many choices of AR products and sincerely appreciate your affirmation to the quality of Reliance products. *LuxAr* combines the extreme scratch resistance of Reliance XP -which boasts one of the highest Bayer scores in the market— with added hydrophobic and oleophobic protection. This results in the easiest to clean and smudge resistant product we have ever produced! It is so slippery, lenses can only be coated after edging. We also boosted the anti-static properties to repel more dust and particles, keeping your patients lenses clean longer.

We are so thrilled with the performance of *LuxAr*, we will upgrade all complete Reliance XP orders to *LuxAr* at no additional cost during the month of August! Contact us today to receive a sample lens with *LuxAr* and feel for yourself what a luxury this will be for your patients!