



## Phoenix Lens Material

In the avalanche of new developments seen in the optical industry in recent years, it is almost impossible to remain current on all advancements. The introduction of plastic lenses after World War II may have had the biggest impact in our industry to date. It was not until the 1980's that additional new materials began entering the market. Higher index materials created the desire for light and thin lenses while polycarbonate increased awareness of safety. In the midst of this rapid progress, a new material was launched that answered the separate benefits of earlier materials in one monomer: Trivex.

Trivex has been available for several years but is often overlooked as a preferred material choice. The unique feature of Trivex material is that it incorporates the most desirable attributes of other materials in one lens:

- » Optical clarity of glass
- » Lightweight and thinness of high index
- » Impact resistance of polycarbonate

Trivex is a lens material with an entirely new molecular structure. Plastics performance is directly related to their molecular structure. In thermoplastics, for example polycarbonate, the chains are independent of each other and can flow freely. Therefore, the material can be reformed. In thermosets, as in CR-39, "cross-links" are created during the polymerization process resulting in a complex interconnected and permanent network. Trivex is the first material optical material to combine the best of both structures.

PPG, the company that developed CR-39, originally created Trivex for the military as a special category called "transparent armor". Its characteristics of lightness, impact resistant, solvent resistant and high optical clarity met the qualifications as transparent armor ;however, PPG also saw the obvious opportunity

to apply this new material to ophthalmic lenses.

Hoya aided PPG in the conversion of Trivex material to optical application. In addition to the base chemicals, Hoya developed a third element and incorporated it into the recipe. Phoenix, the name given to the new material, improves the clarity (whiteness) of the lenses as well as improving the stability of the material for processing. Hoya also reduced the Abbe value from PPG's original 46 to 43. The third element added by Hoya differentiates Phoenix from other Trivex producers.

Hoya maintains that Phoenix provides the perfect combination of features to meet the needs of all patients:

Lightweight– Phoenix is the lightest material available today, the most desired feature by eye glass wearers.

Tough and Durable– Tough enough to withstand virtually anything, six times stronger than plastic.

Clear Vision– 30% improved Abbe value over polycarbonate

Safety– Far exceeds FDA impact standards in order to protect your patient's vision; 60 times more impact resistant than standard plastic.

All Hoya progressives are available in clear and Transitions Phoenix material as well as single vision and FT28. Midwest Labs is pleased to announce we are now an authorized distributor of Hoya lenses and it is the perfect time to reacquaint yourself with Trivex material. POP and additional in office education is available from Midwest Labs. Contact your Midwest Labs to request additional information.

# Promotions

# POLAR PROMOTION

Now - February 28th, 2010

Earn Cash Rewards this winter with



**What your patients need to know**

Regardless of outdoor conditions, the potential harm the sun is capable of producing remains constant – even in winter.

**HOW IT WORKS:**

- \* Your lab will send you Polar Promotion job coupons with each Coppertone or SunRx polarized lens purchase you make.
- \* Collect the Polar Promotion job coupons, fill them out and send them to Vision-Ease Lens for a redemption of up to \$5.00 per coupon.
- \* VEL will confirm purchases against job coupon redemptions based on Sales Out Data or invoices from lab.
- \* Checks will be sent monthly on or about the 15th of the following month.

*Note: Please send minimum of 10 job coupons at a time, if possible. Polar Promotion participation misrepresentation will result in disqualification; rewards potentially earned by ECP will be forfeited.*

Qualifying Poly Lenses:	ECP Reimbursement:
Coppertone SFSV	\$5.00
Coppertone D28	\$5.00
Coppertone 7x28	\$5.00
Illumina Coppertone	\$5.00
SunRx SFSV	\$3.00
SunRx SFSV Mirrors	\$3.00
SunRx D28	\$3.00
SunRx 7x28	\$3.00
Illumina SunRx	\$3.00
Outlook SunRx	\$3.00



Presents:

**Zeiss Individual™**

**\$10 for every pair!**

**Earn \$10.00 per pair for every new Zeiss Individual purchase from October 1 to December 31, 2009**

- Additional points can be earned by signing up on the Zeiss Rewards Program (up to 16 points per pair worth approximately \$1.00 per point)
- For more details or to sign up go to <http://rewards.vision.zeiss.com>

**Zeiss Individual™**

Precisely Personalized for You.