

Midwest Monthly

Digital Lenses Continue to Expand!

The introduction of digitally processed lenses into the optical marketplace was initially somewhat confusing. Equipment used in the traditional method of surfacing lenses had advanced over the years, but the steps in the process had basically remained the same. When the digital process of producing lenses was first introduced, progressive designs were the only lenses offered. The new technology was misunderstood by many and the impression was that “digital” and “progressive” were the same. As this technology has become more popular and readily available, the understanding that digital is a lens producing process rather than a design has become clear. Now single vision and flat top lenses have been added to the available lens choices for your patients.

A quick review, traditionally surfaced lenses are produced by generating the back surface of the lens blank using a wheel embedded with fine diamond particles to roughly grind the prescription. These lenses then go through a succession of fine polishing to finish. When lenses are digitally processed, the prescription is cut into the back surface of the lens blank using a single diamond point guided by a computer software program. Freeform processing allows for greater power accuracy in the finished product.

Digital progressive lenses have become gradually become more popular and the release of single vision and flat top lenses gives you the ability to offer this new technology to all your patients. Currently, three lens manufacturers are offering digitally processed single vision :

- » Varilux SV 360°
- » Zeiss Individual SV
- » Shamir Autograph

At this time, Varilux is the only company that has released a digital flat top; Varilux FT28 360°.

Because digital processed lenses have less aberration and improved power accuracy, these lenses could be especially beneficial to your patients with strong prescriptions. Carl Zeiss Vision states that Individual SV lenses provide:

- » Breakthrough edge-to-edge clarity, maximized for every face: The mono PD, vertex distance, panto scopic angle and frame wrap angle are incorporated into the design calculation to create optimum performance in that patient’s unique wearing position. Optical Center is required when ordering the Individual SV.

» Personalized optics for every prescription: Zeiss Individual SV creates and optimizes the design in “real-time” based on the patient’s exact combination of sphere, cylinder, axis and prism, eliminating the visual compromises that standard spherical and aspheric single vision lenses create for most prescriptions due to the base curve effect.

In the past, new lenses were typically released a material or two at a time. Because most digital lenses begin as a single vision lens blank, the material and color availability is vast at the initial release. This makes it possible for you to dispense these lenses in virtually all frame styles, including wrap frames.

As Midwest Labs is independent of lens manufacturer ownership, we are able to offer you all digital lenses from the various lens suppliers. If you have any questions regarding digital lenses or would like to receive more information, contact your Midwest Labs location.

Now Available Exclusively through Midwest Labs!

Naturalite and Naturalite Short progressive lenses for your budget conscience patients. Featuring a fitting height of 16 and 18 plus the Naturalite HD digital design, these lenses are a perfect fit for your dispensary to satisfy all your patient’s needs.

	Naturalite and Naturalite Short	
	Uncut	Complete
CR-39	\$35.00	\$45.00
CR-39 Polarized	\$70.00	\$80.00
Polycarbonate	\$40.00	\$50.00

	Naturalite HD and Naturalite HD Short	
	Uncut	Complete
CR-39	\$60.00	\$75.00
CR-39 Transitions	\$100.00	\$115.00
CR-39 Polarized	\$80.00	\$95.00
1.60	\$80.00	\$95.00
1.67	\$100.00	\$115.00

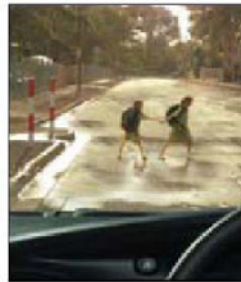
All Naturalite pricing is net and no further discounts will apply.

With every new order of Zeiss GT2 or GT2 Short, receive one pair of Polarized GT2 or GT2 Short at **50% off** list price!
Hurry! Final Month!

- June 15, 2009 through August 31, 2009
- Please specify "Polarized Promotion" with each order
- No additional discount will apply



Without Carl Zeiss Vision Polarized Lenses



With Carl Zeiss Vision Polarized Lenses



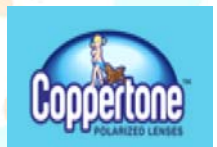
FADE TO SHADE BOGO PROMO

BUY ONE Illumina® LifeRx®
GET ONE Illumina Coppertone™ OR SunRx® Polarized

Delight your patients by offering the most complete progressive eye care package around this summer. The best photochromic progressive (Illumina LifeRx) and a FREE pair of the best polarized progressives (Illumina Coppertone—OR—Illumina SunRx). Two premium pairs for the price of one!

THE ULTIMATE 2ND PAIR VALUE FOR YOUR PATIENTS; FREE!

- When ordering Illumina LifeRx, mention the "Fade To Shade BOGO Promo"**
- You'll automatically receive the same Rx in the patient's choice of Illumina Coppertone or SunRx for FREE!
 - Nothing to submit, nothing to track, we take care of the details; you satisfy your patients!
 - Vision Ease will provide a point of purchase easel at no charge allowing you to communicate this incredible BOGO offer to your patients.
 - Offer valid now through September 30, 2009.



Discontinued lens products effective 8-31-09:

- * AO Truvision— all materials
- * AO Omni- all materials
- * AO Technica- all materials
- * AO Force 55- all materials
- * Gradal Brevity— all materials
- * AO B' Active— clear CR-39 and poly
- * AO Compact— 1.60
- * SolaOne— 1.60
- * AO Easy— 1.60
- * AO Pro— 1.60
- * Percepta— 1.60

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Suggested replacement:

- * Sola VIP
- * Zeiss Gradal Top
- * Sola Access
- * SolaMax Spectralite
- * Zeiss GT2 Short
- * SolaOne
- * Sola Compact Ultra 1.67
- * SolaOne 1.67
- * AO Easy 1.67
- * AO Easy 1.67
- * SolaOne 1.67

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