

NEW PRODUCT INFO ON...

ESSILOR

Eyezen™+

POWER OF VISION

PARTICIPATING PRODUCT

WHAT ARE EYEZEN+ LENSES?

Eyezen+ lenses are an exciting new single vision solution, that is an upgrade from traditional single vision lenses. Eyezen+ is an enhanced digital single vision lens, designed to alleviate eyestrain, completely produced on-site at G.K. Eyezen+ lenses utilize the Smart Blue Filter™ feature within the lens monomer to reduce the effects of harmful Blue Light on the eyes of single vision patients. The Smart Blue Filter feature is aesthetically clear and colorless. This feature ensures all Eyezen+ lenses help block harmful Blue Light from digital devices and other sources of Blue Light. In addition to the Smart Blue Filter feature, Eyezen+ lenses alleviate eyestrain by providing a small amount of accommodative relief in the lower portion of the lens (which is why these lenses require a fitting height).

There are three unique Eyezen designs available: Eyezen+ 1, Eyezen+ 2, and Eyezen+ 3.

- Eyezen+ 1 is for the Millennial Generation, or patients aged 20 to 34 (0.4 Diopters)
- Eyezen+ 2 – patients aged 35 to 44 (0.6 Diopters)
- Eyezen+ 3 – patients aged 45 plus (0.85 Diopters)

Eyezen+ lenses are also a great option for those patients that don't need corrective lenses, providing eyestrain relief and protection against harmful blue light.

WHAT ARE THE BENEFITS OF EYEZEN+ LENSES?

Eyezen+ lenses will provide the following two benefits to patients over ordinary single vision lenses:

- Alleviates eyestrain caused by viewing digital devices
- Helps protect patients by reducing the amount of harmful Blue Light reaching their eyes

WHAT NON-GLARE PRODUCTS ARE AVAILABLE WITH EYEZEN+ LENSES?

Eyezen+ lenses are recommended with either the Crizal® or ARxHP portfolio of products to provide the clearest and most comfortable vision to single vision patients. Adding a blue-light reflecting non-glare such as Crizal Previncia or ARx Blue Retinal Bliss provides even more protection from harmful blue light.

HOW ARE EYEZEN+ LENSES PRICED?

Eyezen+ lenses are a **\$17 dollar add-on to the cost of traditionally surfaced, single vision lenses. This is per pair, across all available materials.** The recommended price to patients is a \$45 add-on over your current retail pricing for traditional single vision lenses.

Eyezen+ is available on all G.K. Frame & Lens packages at a \$17 addition over listed package SV cost.

WHAT IS THE MATERIAL AVAILABILITY OF EYEZEN+ LENSES?

See the back of this sheet for complete availability and more details!



032916

LENS DETAILS

RELEASE DATE: MARCH 29, 2016
 LENS STYLE: EYEZEN+ ENHANCED SINGLE VISION
 LENS MANUFACTURER: ESSILOR

Complete Availability...

Material	Color Availability	Power Range	Max Cyl
1.50 Index Clear		-10.00 to +6.00	-6.00
1.50 Index Essilor Polarized	Gray, Brown, Gray-Green	-10.00 to +6.00	-4.00
1.50 Index Xperio UV™ Polarized	Gray, Brown, Gray-Green	-10.00 to +6.00	-4.00
1.50 Index Transitions® Signature™ VII	Gray, Brown, Graphite Green	-10.00 to +6.00	-6.00
1.50 Index Transitions® XTRActive®	Gray	-10.00 to +6.00	-6.00
1.50 Index Transitions® XTRActive®	Brown	-10.00 to +6.00	-6.00
1.50 Index Transitions® Vantage™	Gray	-10.00 to +6.00	-6.00
Airwear® Clear		-10.00 to +8.00	-6.00
Airwear® Essilor Polarized	Gray, Brown, Gray-Green	-10.00 to +8.00	-6.00
Airwear® Xperio UV™ Polarized	Gray, Brown, Gray-Green	-10.00 to +8.00	-6.00
Airwear® Transitions® Signature™ VII	Gray, Brown, Graphite Green	-10.00 to +8.00	-6.00
Airwear® Transitions® XTRActive®	Gray, Brown	-10.00 to +8.00	-6.00
Airwear® Transitions® Vantage™	Gray	-10.00 to +8.00	-6.00
Airwear® Colors	Gray, Brown, Gray-Green	-10.00 to +8.00	-6.00
*TREXA™ (Trivex) Clear		-10.00 to +6.00	-6.00
*TREXA™ (Trivex) Transitions® Signature™ VII	Gray, Brown	-10.00 to +6.00	-6.00
Thin&Lite® 1.60 Clear		-12.00 to +8.00	-6.00
Thin&Lite® 1.60 Transitions® Signature™ VII	Gray, Brown	-12.00 to +8.00	-6.00
Thin&Lite® 1.67 Clear		-14.00 to +9.00	-6.00
Thin&Lite® 1.67 Essilor Polarized	Gray, Brown, Gray-Green	-14.00 to +9.00	-6.00
Thin&Lite® 1.67 Xperio UV™ Polarized	Gray, Brown, Gray-Green	-14.00 to +9.00	-6.00
Thin&Lite® 1.67 Transitions® Signature™ VII	Gray, Brown, Graphite Green	-14.00 to +9.00	-6.00
Thin&Lite® 1.67 Transitions® XTRActive®	Gray, Brown	-14.00 to +9.00	-6.00
*Thin&Lite® 1.74 Clear		-20.00 to +13.00	-6.00
*Thin&Lite® 1.74 Transitions® Signature™ VII	Gray	-20.00 to +13.00	-6.00

*Trivex and Thin&Lite 1.74 lenses will launch in the summer of 2016. Thin&Lite 1.74 lenses come systematic with choice of Crizal® Previncia®, Crizal Sapphire UV™, Crizal Avancé UV™ or Crizal Alizé UV™. NOTE: Eyezen+ cannot currently be tinted or treated with lab applied UV

VISION REMOTE

ORDERING PROCEDURE

DIGITAL MFR >



CATEGORIZED AS DIGITAL ASPHERIC SV LENSES, AND CAN BE FOUND IN THE EYEFINITY SINGLE VISION DROP-DOWN MENUS BELOW STANDARD "LAB CHOICE" SV OFFERINGS (BEGINNING APRIL 13TH)



OPTIMIZED DIGITAL SINGLE VISION TIER



INDIANAPOLIS: 800-467-2545