Photochromic Lenses
The No-Compromise Photochromic
When it comes to photochromic lenses, your customer wants it all.

Today’s consumers are savvier than ever. They do their homework. They shop and compare. They know what they want.

When shopping for photochromic lenses — they’re looking for a product that delivers performance. And, they’re more than willing to look past national brands if there is a better choice.

Performance was cited as the #1 reason for photochromic purchase.¹

8 out of 10 shoppers compared national brands with competitive brands prior to purchasing.²

67% of shoppers believe competitive brands are as good as national brands.²

¹ VISION EASE Consumer Research 2014
VISION EASE Photochromic Lenses
The No-Compromise Photochromic

In the past, consumers had to compromise comfort and convenience when they purchased photochromic lenses, but no more. We’ve developed a photochromic lens that outperforms the national brand at every turn.

VISION EASE Photochromic Lenses are:
- Clearer Indoors
- Darker Outdoors
- Faster Activation and Fadeback

If that weren’t enough, new VISION EASE Photochromic Lenses block 91% of Blue Light Outdoors and 43% of Blue Light Indoors.

Gray and Brown Colors

Clearer Indoors
2.5% Clearer indoors than the national brand*

Faster Fadeback
44% Faster fadeback than the national brand**

Faster Activation
27% Faster activation than the national brand**

Darker Outdoors
7.3% Darker outdoors than the national brand***

Blue Light Protection (380-460nm)
Blocks 91% of Blue Light Outdoors. Blocks 43% of Blue Light Indoors.

*73.4° F (23° C) ** 1 minute 73.4° F (23° C) *** 15 minutes 73.4° F (23° C)
Results based on internal testing (gray) with temperature controlled activation system. Data on file at VISION EASE®
Give your customer the photochromic lens they always wanted

VISION EASE
Photochromic Lenses

With VISION EASE Photochromic Lenses, they’ll get the performance they want: Clearer indoors; Faster in both activation and fadeback, and Darker outdoors.

Take advantage of market opportunity

There is a market for increased photochromic sales. Drive top line sales! New VISION EASE Photochromic Lenses are priced to help build your business and give your customer the product they want...without compromise.

<table>
<thead>
<tr>
<th>Style</th>
<th>Material</th>
<th>Diameter (mm)</th>
<th>Power Range</th>
<th>Color</th>
<th>Base Curve</th>
<th>Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFSV</td>
<td>Polycarbonate</td>
<td>75</td>
<td>+5.00 to -11.50</td>
<td>Gray, Brown</td>
<td>0.50, 1.00, 2.00, 3.00, 4.00, 5.25, 6.25, 7.50</td>
<td>—</td>
</tr>
<tr>
<td>D28 Bifocal</td>
<td>Polycarbonate</td>
<td>75</td>
<td>+5.00 to -11.75</td>
<td>Gray, Brown</td>
<td>0.50, 2.00, 4.00, 6.25, 8.50</td>
<td>+1.00 to +4.00</td>
</tr>
<tr>
<td>D35 Bifocal</td>
<td>Polycarbonate</td>
<td>75</td>
<td>+4.00 to -10.25</td>
<td>Gray, Brown</td>
<td>2.00, 4.00, 6.25</td>
<td>+1.00 to +3.00</td>
</tr>
<tr>
<td>7x28 Trifocal</td>
<td>Polycarbonate</td>
<td>75</td>
<td>+4.00 to -10.00</td>
<td>Gray, Brown</td>
<td>2.00, 4.00, 6.25</td>
<td>+1.50 to +3.00</td>
</tr>
<tr>
<td>Novel Progressive – Decentered</td>
<td>Polycarbonate</td>
<td>80</td>
<td>+6.50 to -10.00</td>
<td>Gray</td>
<td>1.50, 3.00, 4.00, 5.00, 7.00</td>
<td>+1.00 to +3.00</td>
</tr>
</tbody>
</table>

Photochromic Lenses represent 18% of market units¹

30% photochromic market potential²

$1,500,000,000 In missed conversion opportunity by not capturing this market potential²

1 VCA
2 VISION EASE Consumer Research