



SPOTLIGHT

ISSUE 1



HIDDEN TREASURES

Every day, the optician fits and dispenses single vision, bifocal and progressive lenses as these are the most frequently requested lens styles. You may have a patient on occasion who requests a second pair of glasses that they can wear for protection when outside or driving. For years, this was the norm in the dispensary. Patients didn't know there might be solutions to vision issues they were having when doing specific tasks or that there might be lenses that were better suited to their particular lifestyle.

Today's consumers, as you have heard many times are more informed and ask more questions. Do you have the answers for them? Or are they coming into your office asking for a specific type of lens, leaving you scrambling to find out if you can order it and how much you should charge for it? It is our job, as the optician, optometrist or ophthalmologist to have the information ready for them regarding what type of lenses are best, what materials are available and their final cost.

What do you say if they want one of the new anti-fatigue lenses? What lens design do you recommend if they spend most of their day on a computer at work and have heard about the "new" computer lenses? What if they have a high prescription and hate the field of vision they have with their current glasses? What can you do for your patient if they want one of the "wrap-around sunglasses" but they've always been told it's not a good idea with their prescription? When should you recommend a "specialty lens" and is it really a benefit to the patient? The best time to gather this information is before the patient asks for it. That way you can be ready and show yourself to be the professional who is current and informed of new products and designs. This will obviously build trust that keeps your patients coming back and recommending you to all their friends and family.

At Midwest Labs, we have several "hidden treasures" that are able to meet the needs of your patients. These are all Naturalite lenses that we fabricate in-house that are not commonly known since they are not your average single vision, bifocal or progressive but they can fulfill a real need for your patients. Below is a snapshot of these gems.

Naturalite DSV

Fully personalized single vision lenses which are perfect for high prescriptions and wrap around sports frames. They are available in compensated and non-compensated designs and a variety of lens materials. The patient will see a new concept of vision in high definition from center to edge. Highly recommended for any high-performance wrap sunwear, they can be made using impact resistant materials and are available in polarized or photochromic.

Naturalite Trek

This is a fully personalized progressive lens that is specially designed for driving and outdoor activities. It

SPOTLIGHT

has a wide, clear area of binocular vision in the distance combined with a wide corridor and a soft transition to offer the best comfort when driving or being outdoors. Minimum fitting height of 18mm.

Naturalite Eye App

This lens designed to reduce visual fatigue. Available in 0.50, 0.75 and 1.00 additional “bumps” of power. Ideal for single vision wearers between 18 – 45 who need better near vision and have visual fatigue symptoms. Very easy to fit, simply dot the pupil like you would for a progressive lens; even though this is technically a single vision lens. The design knows where to put that extra power based on that measurement. Minimum fitting height of 14mm.

Naturalite Professional (Office, RD, CD)

These are the best lenses for office and computer work. They offer an extremely wide intermediate and near visual field and very easy adaptation. Ideal for mid-age professionals who spend a lot of time working at near-intermediate distance. The CD design offers up to 4 ft. of clear vision. The RD offers up to 6.5 ft. of clear vision while the Office design offers up to 13 ft. of clear vision. Great lenses for office workers, musicians, hair dressers or anyone who spends a lot of time on the computer and wants the widest available intermediate vision without sacrificing their near vision area. Minimum fitting height of 14 or 18mm, depending on design.

Naturalite Digital Advanced Mobile

As our latest member of our portfolio of digital lenses, these are the ideal lenses for frequent users of electronic devices such as cell phones, tablets or smartwatches. Their layout provides wide visual fields for both near and distance vision along with a soft comfortable transition to the reading zone. Great for progressive lens wearers ages 40 and over. Minimum fitting height of 14mm.

These specialty designs provide wearers with appropriate solutions for special situations while improving the visual comfort and quality of vision. As our visual needs change depending on our activities so will the lens styles that can best suits it. Is it worth the cost to the patient? That is a question best left to the patient to answer for themselves but it is up to us to educate them with latest optical solutions. If you need any further information on any of the designs outlined, please contact your Midwest Labs representative.



IT'S SIMPLE!

In efforts to keep the Simple Choice frame and lens package up-to-date, we are discontinuing some of the less popular styles and adding in some new ones!

Discontinued

Aurora, Ben, Copycat, Corvette, Erica, First Lady, Gia, Gianna, Joe, Justin, Lindsay, Matthew, Melissa, Robin, Snooki, Ted and Wilma.

New Styles*

Adeline, Alice, Butch, Campbell, Ellen, Felicia, Harry, Kingston, Larry, Leo, Monty, Quinn and Val.

*All of the above styles are \$10.00 in the Simple Choice package or as a stocking order.

We also have been asked to add another tier of frames that have more detail and enhanced quality. With this in mind, we are expanding our offerings to include frames that sell for \$20.00 in the package or as a stocking order. These **new additions** include:

Cody, Delancy, Dennis, Downtown, Frank, Gary, Heidi, Irene, Isabella, Joy, June, Karen, Ken, Maxine, Nanny, New York, Nicole, Parker, Sheldon and Tanner.

If you would like to preview any of these new styles, please call your Customer Service representative and arrange for a no-hassle pre-approval order to be sent for your review. Discontinued frames may be returned with an exchange order.



This is a perfect time of the year to stop, reflect and express our gratitude to you, our partners. You are the reason for our progress and success. We sincerely appreciate your confidence and loyalty through the years. Wishing you all the best in 2018!

The management and staff of Midwest Labs