



# SPOTLIGHT

ISSUE 4

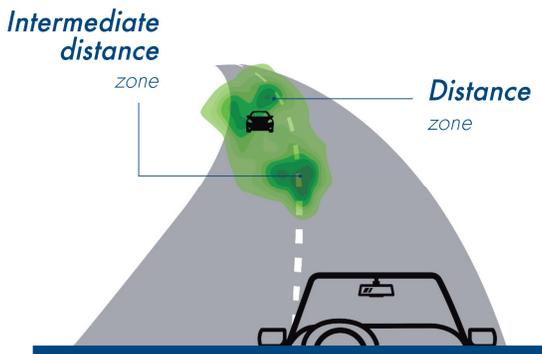


## Presenting the Perfect Driving Lens for all Lighting Conditions

**inMotion™\*** is the latest design released to address visual needs required for driving. This is a personalized, compensated progressive lens that incorporates a power distribution specifically adapted for driving. It includes a night vision zone for greater visual quality and less fatigue when driving at night.

Ninety percent of a driver's reaction depends on vision. Standard progressive lenses can make it uncomfortable to drive having an inadequate distance visual field or limited peripheral vision. The InMotion lens design was developed to maximize the intermediate-distance vision zone which is the area most used for driving. It also offers an optimization of the road, dashboard and mirrors.

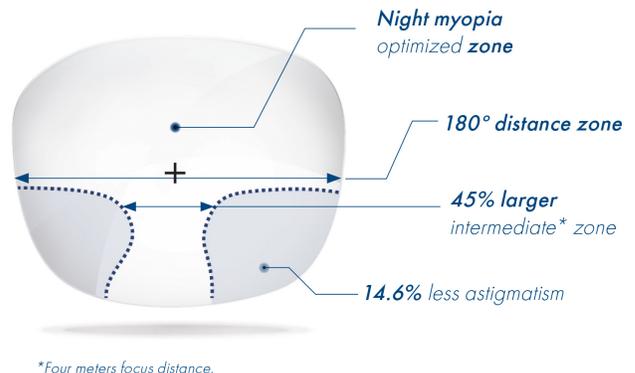
The figure below is a heat map representation of where the eyes are fixated while driving. This heat corresponds to the intermediate-distance zone in a progressive lens.



\*inMotion is a trademark of Indizen Optical Technologies

### OPTIMIZED ZONE

Night myopia is a phenomenon that affects one out of three wearers. It causes a loss of the ability to focus on distant objects at night and affects both ametropes and emmetropes. The inMotion lens design features a specific night vision zone that helps compensate the refractive error difference that occurs between day and night by up to 0.25 diopters. This provides the wearer with superior visual acuity, reducing stress and visual fatigue so common when driving at night.



It has been reported that 43% of drivers feel insecure when driving at night due to reduced visual acuity. The wearer of inMotion will benefit from reduced visual fatigue while driving at night as they will experience improved visual fields and less unwanted astigmatism. The lens should be fitted the same as a standard progressive by marking the center pupil. It is also recommended to provide a monocular PD measurement.

Midwest Labs recommends applying **Reliance LuxAR** coating to reduce the amount of unwanted reflections and enhance the visual performance of inMotion. From **July through September**, we will provide **Reliance LuxAR** at **NO CHARGE!** Patient brochures are available to assist you when presenting this new lens design to your patient. Please contact your Midwest Labs representative for marketing materials and more information.

## SELLING COPPERTONE POLARIZED LENSES

To sell sunwear, it is essential to understand the needs of your patients. This means asking the right questions about outdoor lifestyle, including work, play and driving habits. Once you have this information, it will be easy to communicate the benefits of Coppertone polarized lenses for any of your patients. Coppertone is **now** available in Trivex as well as polycarbonate. The chart below contains some great talking points for every age and activity.

AGE	TALKING POINTS	COPPERTONE LENSES
0-18	An estimated 23% of lifetime exposure to UV occurs by age 18 as eyes are maturing. Children are active and spend a great deal of time outside.	Provide 100% UV protection, added HEV protection, are lightweight, and provide 10X the impact and 4X the scratch resistance of ordinary lenses.
18-30	It's difficult to find fashionable prescription sunwear that really protects the eye.	Available in single vision designs that can be fit into the majority of frame styles.
30-55	Approximately 5-10% of all skin cancers occur in the eyelid; directly related to sun exposure.*  *Skin cancer in the eyelid is not limited to this age group.	Recommended by the Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin. Meets American Optometric specifications or blockage of UVA and UVB rays.
55 and older	Skin cancer around the eyes can become acute at this point without prevention. After cataract surgery, the eye is especially sensitive to the sun, making sun exposure uncomfortable and harmful.	Provides 100% UV protection and added HEV protection. Polarizing technology helps eliminate uncomfortable and dangerous reflected glare.
ACTIVITY	TALKING POINTS	COPPERTONE LENSES
Driving	The reflective effects of glare pose a significant threat to those who drive. Traditional 'blue blockers' block entire blue spectrum, eliminating important visual information, like stoplights.	Coppertone lenses meet all ISO requirements for traffic signal recognition, which are designed to allow wearers to recognize colors from both traffic signals and blue lights found on emergency vehicles.
Water Sports & Fishing	Highly reflective surfaces, like water, intensify the effects of glare and UV rays. Ordinary sunwear can diminish depth perception on water, making it difficult to see fish.	Polarized lenses reduce glare. Coppertone lenses are polarized and eliminate 97% or more of reflected glare.
Snow Sports	Glare has been implicated as a cause of headaches, including migraines.	Coppertone lenses are polarized and eliminate a minimum of 97% or more of reflected glare.
Leisure	Fashion and comfort are important for a day on a sunny beach.	Vision and style are not compromised because they provide 100% UV protection and will fit into most frames.
Golf	Consistent hitting depends on versatility and visual accuracy.	Coppertone lenses are designed to provide good color perception while meeting all requirements of IOS for traffic signal recognition.
Outdoor Work	Outdoor work not only requires lenses that are comfortable for long wear with superior vision and sun protection, but also lenses that are tough and durable.	Lightweight, and virtually unbreakable with 10X the impact resistance and 4X the scratch resistance of ordinary sun lenses.
Biking	Depth perception is extremely important for bikers as they ride through uncertain terrain.	Coppertone lenses are designed to allow wearers to see their world in more natural and crisp colors.