Open up your world with DEFINITY® lenses

Whether you golf, hike, play tennis, or just enjoy taking a stroll during your lunch break, DEFINITY® lenses are the ideal progressive lens for you.

- The only progressive lens with the GROUND VIEW ADVANTAGE™
  - The GROUND VIEW ADVANTAGE allows you to see objects at ground level clearly
- DUAL ADD® technology provides clear, natural vision with less distortion across all viewing zones
- Perfect for those with an active lifestyle

The DEFINITY® difference

DEFINITY lenses use the patented DUAL ADD® technology on both sides of the lens to create a progressive lens that is as close to a regular, single-vision lens as you can get. This means that you will have less distortion throughout your lenses and more natural vision.

Many people who try progressive lenses complain that they have trouble seeing stairs, curbs, and just about anything at their feet. With the GROUND VIEW ADVANTAGE™ of DEFINITY lenses, you will see all that and more.

DEFINITY lenses with DUAL ADD® make activities easier

<table>
<thead>
<tr>
<th>Demanding</th>
<th>Everyday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golfing</td>
<td>Stairs</td>
</tr>
<tr>
<td>Biking</td>
<td>Curbs</td>
</tr>
<tr>
<td>Hiking</td>
<td>Escalators</td>
</tr>
<tr>
<td>Tennis</td>
<td>Computer use</td>
</tr>
</tbody>
</table>
DEFINITY® Progressive Lenses with GROUND VIEW ADVANTAGE™ Preferred by Presbyopic Golfers in Head-to-Head Clinical Comparison

Richard J. Nason, OD, FAAO

ABSTRACT In this double-masked, head-to-head, clinical study, 28 presbyopic golfers compared the DEFINITY™ lens (Essilor) against a currently marketed competitive progressive addition lens (PAL). Golf was selected for the study because it involves dynamic visual activities that test a lens’ ability to deliver clear, comfortable vision in all fields of view and at all distances. Study subjects were queried after both individual activities (driving, chipping, and putting) and independent course play. All study measures found a preference for DEFINITY™ lenses over the competitive lenses. This preference was statistically significant for overall preference categories and in many individual activities. For overall course play, the study golfers preferred DEFINITY™ lenses by a 7:1 margin. Compared to the lenses study participants had habitually worn for golfing, subjects expressed a statistically significant preference for DEFINITY™ lenses but not for the competitive lenses.

BACKGROUND Based solely on optical design principles, DEFINITY™ lenses could be expected to provide significant benefits to presbyopes who engage in sports such as golf, where the ability to see the ground clearly is a critical aspect of the game. DEFINITY™ lenses make this possible through the lens’ exclusive “Fourth Zone,” an area of reduced add power beneath the near-vision zone that is made possible by DEFINITY’S patented DUAL ADD technology. (Figure 1).

In addition to reduced add power in theFourth Zone, DEFINITY™ lenses also minimize peripheral distortion in the bottom half of the lens. The net effect is a lens feature called the GROUND VIEW ADVANTAGE™—the DEFINITY™ lens design gives wearers greater visual clarity with fewer unnatural head and eye movements when looking down or to the side. Thus, the working hypothesis for this study was that, due to the visual requirements of their sport, golfers would prefer DEFINITY™ lenses to a competitive PAL without the Fourth Zone.

FIGURE 1 The Fourth Zone with its reduced add power and minimized peripheral distortion provides DEFINITY™ lenses with their GROUND VIEW ADVANTAGE™.
Previous bench studies have shown that the Fourth Zone reduces peripheral distortion and provides an optically superior image of objects located inferiorly at ground distance. In addition, head-to-head comparison studies have found a preference for DEFINITY™ lenses over traditional progressive lenses. In this study, however, DEFINITY™ lenses were tested not against an older design but against a current and competitive PAL.

**STUDY DESIGN**

As noted above, the GROUND VIEW ADVANTAGE™ makes DEFINITY™ lenses a logical choice for presbyopic golfers. To test this hypothesis, researchers compared DEFINITY™ lenses to a competitive, PAL, in a head-to-head, double-masked clinical trial conducted during the summer of 2007 at Brookhaven Country Club in Dallas, TX.

**Study Subjects**

Project coordinators recruited middle-aged, recreational golf players through Dallas, TX, area eyecare practitioners (Table 1). (Essilor employees were excluded.) Eligibility requirements included a minimum 40 years of age and previous golf experience, preferably with a handicap. Exclusion criteria included any systemic condition, medical treatment, or eye pathology that might alter normal vision or otherwise interfere with the study assessments. As compensation for participation in the study, subjects received their test spectacles and were allowed to continue course play without fee after completing the four holes required for the clinical test.

Before trying new spectacles with the two study lenses, participants rated their satisfaction with their current vision correction during golfing. Overall, satisfaction with current lenses was rated at 3.6 on a 1–5 scale, with 5 representing “very satisfied.” Those in the habit of wearing PALS during play had a slightly higher average initial satisfaction rating of 3.8.

**Study Protocol**

In order to ensure a double-masked study, the recruiting practitioners asked each subject to choose a single frame style and color for both pairs of test spectacles. In order to ensure a fair test, the competitive lens selected for the comparison is a currently available PAL. Whose manufacturer claims that the lens is designed to deliver comfortable vision in hundreds of visual tasks.

Subjects were first guided through a series of golfing assessments for each of the major golf functions (driving, chipping, and putting) and were asked to compare the test products and then indicate whether or not they had a preference for one pair over the other. Each activity had a separate questionnaire. (Table 2 lists the assessments for the putting exercise; chipping and driving included comparable relevant assessments.)

After this controlled testing, subjects were escorted while playing four holes of golf (course play). Changing their spectacles after each hole, subjects played two holes in each of the test lenses. At the end of course play, subjects were asked to indicate whether they had a preference for one pair over the other for the key golf shots and other attributes.

Upon conclusion of testing for each function, subjects were asked to indicate overall preferences. Instructions given prior to each activity prompted participants to pay attention to specific aspects of play-related vision, for example: “Compare each pair of glasses for judging the contour of the putting green and judging the distance to

<table>
<thead>
<tr>
<th>TABLE 1 Study Group Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age: 58 (range 46–82)</td>
</tr>
<tr>
<td>25 males; 3 females</td>
</tr>
<tr>
<td>Average golf handicap: 18.3 (range 6–38)</td>
</tr>
<tr>
<td>Refractive error: 12 myopes; 16 hyperopes</td>
</tr>
<tr>
<td>Add power range: +1.50 D to +2.50 D</td>
</tr>
<tr>
<td>25 established PAL wearers, 8 of whom wore PALS habitually for golfing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE 2 Putting Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>The putting portion of the study required that the subject compare the test spectacles for:</td>
</tr>
<tr>
<td>1. Ease and accuracy in judging contour of greens</td>
</tr>
<tr>
<td>2. Ability to judge distance to hole</td>
</tr>
<tr>
<td>3. Ease of getting ball logo into focus during setup</td>
</tr>
<tr>
<td>4. Clarity of ball logo during setup</td>
</tr>
<tr>
<td>5. Least amount of head movement</td>
</tr>
<tr>
<td>6. More natural head position</td>
</tr>
<tr>
<td>7. More natural body position</td>
</tr>
<tr>
<td>8. Ease of shifting focus between ball and hole</td>
</tr>
<tr>
<td>9. Clearest vision when tracking putt to hole</td>
</tr>
<tr>
<td>10. Ease of shifting focus when tracking putt to hole</td>
</tr>
<tr>
<td>11. Best for overall putting experience</td>
</tr>
<tr>
<td>12. Overall preference based on tests</td>
</tr>
</tbody>
</table>
the hole" and "Prepare to putt the ball to the hole, paying
attention to the amount of head movement required
before you are ready to complete the putt." Investigators
also allowed participants to perform each of three gen-
eral activities as they would normally perform them and
provide an overall preference.

After completion of course play, participants who
regularly used glasses while golfing indicated whether
or not they preferred either of the study lenses to their
habitual golfing glasses.

RESULTS
All assessments resulted in a favorable preference
rating for DEFINITY° lenses over the competitive PAL.
These preferences rose to statistical significance for eight
of 22 individual activities, in all measures of overall pre-
ference for putting, chipping, and driving, and in six out
of seven measures of course play (Table 3). Significantly,
there was a 7:1 preference for DEFINITY° lenses over
the competitive lenses in overall course play (P<0.05)
(Figure 2).

In addition, participants expressed a statistically signi-
ficant preference for DEFINITY° lenses over the spectacles
they had been in the habit of wearing while golfing. The
preference for the competitive lenses over subjects' previous
golfing lenses was not statistically significant (Table 4).

![Overall Preference in Golf Study](image)

FIGURE 2 In a clinical study of 28 subjects, DEFINITY°
lenses were preferred 7:1 over the competitive lenses for
course play.

<table>
<thead>
<tr>
<th>Golf Skill</th>
<th>Assessment</th>
<th>P Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting</td>
<td>More natural head position</td>
<td>P = 0.0023</td>
</tr>
<tr>
<td>Putting</td>
<td>More natural body position</td>
<td>P = 0.0153</td>
</tr>
<tr>
<td>Putting</td>
<td>Best for overall putting experience</td>
<td>P = 0.0247</td>
</tr>
<tr>
<td>Putting</td>
<td>Overall Preference based on tests</td>
<td>P = 0.0051</td>
</tr>
<tr>
<td>Chipping</td>
<td>Overall Preference based on tests</td>
<td>P = 0.0291</td>
</tr>
<tr>
<td>Driving Range</td>
<td>Less head movement when setting up shot</td>
<td>P = 0.0291</td>
</tr>
<tr>
<td>Driving Range</td>
<td>More natural body position when addressing ball</td>
<td>P = 0.0095</td>
</tr>
<tr>
<td>Driving Range</td>
<td>More natural head position addressing ball</td>
<td>P = 0.0023</td>
</tr>
<tr>
<td>Driving Range</td>
<td>Ease of shifting focus when setting up shot</td>
<td>P = 0.0056</td>
</tr>
<tr>
<td>Driving Range</td>
<td>Overall ease in setting up shot</td>
<td>P = 0.0455</td>
</tr>
<tr>
<td>Driving Range</td>
<td>Overall preference based on tests</td>
<td>P = 0.0310</td>
</tr>
<tr>
<td>All Tests</td>
<td>Overall preference</td>
<td>P = 0.0071</td>
</tr>
<tr>
<td>Course Play</td>
<td>Driving</td>
<td>P = 0.0088</td>
</tr>
<tr>
<td>Course Play</td>
<td>Iron shots</td>
<td>P = 0.0339</td>
</tr>
<tr>
<td>Course Play</td>
<td>Wedge/chipping</td>
<td>P = 0.0339</td>
</tr>
<tr>
<td>Course Play</td>
<td>Walking</td>
<td>P = 0.0442</td>
</tr>
<tr>
<td>Course Play</td>
<td>Overall preference</td>
<td>P = 0.0005</td>
</tr>
<tr>
<td>Course Play</td>
<td>Preference for DEFINITY° lenses over habitual golfing lenses</td>
<td>P = 0.0080</td>
</tr>
</tbody>
</table>

*P values of 0.05 or less are considered to be statistically significant.
TABLE 4 Preference for Test Lenses vs. Habitual Golf Lenses

<table>
<thead>
<tr>
<th>Habitual vs DEFINITY®</th>
<th>Habitual</th>
<th>No preference</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEFINITY®</td>
<td>19 (68%)</td>
<td>5 (18%)</td>
<td>4 (14%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Habitual vs Competitive Lenses</th>
<th>Habitual</th>
<th>No preference</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive lenses</td>
<td>13 (48%)</td>
<td>8 (29%)</td>
<td>6 (22%)</td>
</tr>
</tbody>
</table>

DISCUSSION

This comparative golf study demonstrates the real world value of DEFINITY® lenses with their GROUND VIEW ADVANTAGE™. In a setting that requires the simultaneous and dynamic use of vision and motor skills, subjects overwhelmingly favored DEFINITY® lenses over the competitive lenses.

In fact; study subjects preferred DEFINITY® lenses in every assessment, and in many of these assessments, the preference was statistically significant. Given the strength of this trend, many more individual activity preference measures would likely have been statistically significant with a larger study cohort.

Of particular note, subjects reported statistically significant preferences for assessments pertaining to which lenses provided more natural head and body positions. Since golf is a sport that continually requires the player to look down, this dynamic preference suggests that some part of the benefit of the DEFINITY® lens technology is directly related to its GROUND VIEW ADVANTAGE™.

Where past studies have shown the advantages of DEFINITY® lenses over traditional PALS, the comparison lens used in this study, represents a competitive product that is aimed at the same market segment as DEFINITY® lenses. The competitive lens, however, lacks the Fourth Zone and GROUND VIEW ADVANTAGE™.

Importantly, subjects initially reported only moderate satisfaction with the spectacles they had previously worn while playing golf—although many were already wearing PALS. In addition to the statistically significant preference shown for DEFINITY® lenses over their habitual lenses, subjects who already wore PALS for golf anticipated being able to play more comfortably with DEFINITY® lenses, and subjects who did not previously wear PALS while golfing commonly noted that this new lens design was their first experience of a PAL they would enjoy wearing for golf.

CONCLUSIONS

Results of this study fully supported the hypothesis that golf players would prefer DEFINITY® lenses over a competitive PAL design that lacked the Fourth Zone and GROUND VIEW ADVANTAGE™. This preference was found in both controlled tests of specific golfing activities and in assessments of unrestricted course play. Such preferences proved strongest in fostering a more natural head and body position for the wide range of golf activities that require the player to look downward. Subjects also expressed a statistically significant preference for DEFINITY® lenses over the lenses they had habitually worn while golfing.

Richard J. Nason, OD, FAAO, manages an independent clinical research institute. He is a consultant to Essilor of America, which sponsored this study.
Positive impact on your golf game

- In a clinical study, golfers preferred DEFINITY® lenses 7 to 1
- DEFINITY lenses allowed for more natural head movement and body position
- Golfers also said that they could:
  - See their putts better
  - Read the green more easily
  - Judge the distance to the hole more accurately

What’s more, DEFINITY lenses outperformed in total overall visual comfort on each shot from the tee box to the green.
Live life on your terms with DEFINITY®. Whether you golf, hike, play tennis, or just enjoy taking a stroll during your lunch break, DEFINITY is the ideal progressive lens for you. DEFINITY uses patented DUAL ADD® 2.0 Technology to create a progressive lens with the least amount of distortion, which lets you see through more of the lens. DEFINITY is a progressive lens whose far, near, intermediate, and unique ground view zone more closely mimics your natural vision. DEFINITY works for those with an active life—those less inhibited by the visual limitations of other progressive lenses. The DEFINITY difference: DEFINITY lenses use both sides of the lens to create a progressive lens that is as close to a regular, single-vision lens as you can get. This means that you will have less distortion throughout your lenses, giving you a wider intermediate zone. Helps with computer use, looking at your dashboard while driving, or seeing things between 18 inches to 6 feet away. DEFINITY allows your eyes to move naturally, as opposed to other progressive lenses, which cause people to move their head to see side to side, or what is at their feet. Smoother transitions: With DEFINITY you will be able to transition between zones more naturally. It makes wearing DEFINITY easy and comfortable from the moment you put them on.
The GROUND VIEW ADVANTAGE®:
An additional zone of vision at the bottom and sides of your lenses. unique to DEFINITY allows you to see better when looking down at the ground.
Many people who try progressive lenses complain that they have trouble seeing; stairs, curbs, and just about anything at their feet. With DEFINITY, you will see it all that and more. DEFINITY lenses make life's activities easier. Everyday activities: stairs, curbs, computer use, and driving. Demanding activities: golfing, biking, hiking, and tennis. Presbyopia and progressive lenses: progressive lenses are for people with presbyopia. Presbyopia affects just about everyone sooner or later, but most often occurs in your forties. It is when your near vision begins to blur. You will notice that you start pushing menus farther away to be able to read them. Years ago, people only had two options—purchase bifocals or reading glasses. Then came progressive lenses, which have a lot of distortion because of their design. But now there is DEFINITY: The least amount of distortion of any progressive lens. DEFINITY lets you keep the same active lifestyle you had before and provides an additional zone that allows you to see the ground during everyday and more demanding activities. Ask for DEFINITY progressive lenses today.

See more of your world with DEFINITY 100% digital lenses
With wider fields of vision, DEFINITY lenses deliver the least amount of distortion of any progressive lens, so you can see objects like computer screens and dashboard controls with clarity. And only DEFINITY lenses have The GROUND VIEW ADVANTAGE®, an additional viewing zone that allows wearers to see everything at their feet.

*Based on overall results from measurements across a range of plano/add powers (+1.00 D to +3.00 D).
Live life on your terms with DEFINITY. Whether you golf, hike, play tennis, or just enjoy taking a stroll during your lunch break, DEFINITY is the ideal progressive lens for you. DEFINITY uses patented DUAL ADD 2.0 Technology to create a progressive lens with the least amount of distortion, which lets you see through more of the lens. DEFINITY is a progressive lens whose far, near, intermediate, and unique ground view zone more closely mimics your natural vision. DEFINITY works for those with an active life—those less inhibited by the visual limitations of other progressive lenses. The DEFINITY difference: DEFINITY lenses use both sides of the lens to create a progressive lens that is as close to a regular, single-vision lens as you can get. This means that you will have less distortion throughout your lenses, giving you a wider intermediate zone. Helps with computer use, looking at your dashboard while driving, or seeing things between 18 inches to 6 feet away. DEFINITY allows your eyes to move naturally, as opposed to other progressive lenses, which cause people to move their head to see side to side, or what is at their feet. Smooth transitions. With DEFINITY you will be able to transition between zones more naturally. It makes wearing DEFINITY easy and comfortable from the moment you put them on.

Discover the DEFINITY difference today and see what you’ve been missing.
The GROUND VIEW ADVANTAGE:
An additional zone of vision at the bottom and sides of your lenses, unique to DEFINITY allows you to see better when looking down at the ground.
Many people who try progressive lenses complain that they have trouble seeing stairs, curbs, and just about anything at their feet. With DEFINITY, you will see all that and more. DEFINITY lenses make life's activities easier. Everyday activities: stairs, curbs, computer use, and driving.
Demanding activities: golfing, biking, hiking, and tennis. Presbyopia and progressive lenses: progressive lenses are for people with presbyopia. Presbyopia affects just about everyone sooner or later, but most often occurs in your forties. It is when your near vision begins to blur. You will notice that you start pushing menus farther away to be able to read them. Years ago, people only had two options—purchase bifocals or reading glasses. Then came progressive lenses, which have a lot of distortion because of their design. But now there is DEFINITY: The least amount of distortion of any progressive lens. DEFINITY lets you keep the same active lifestyle you had before and provides an additional zone that allows you to see the ground during everyday and more demanding activities. Ask for DEFINITY progressive lenses today.
Let your patients experience the
DEFINITY® DIFFERENCE

The GROUND VIEW ADVANTAGE™ helps minimize distortion
to provide ground-level clarity

PAL—without The GROUND VIEW ADVANTAGE
DEFINITY—with The GROUND VIEW ADVANTAGE

The only progressive lens with a 4th visual zone.
DEFINITY®
DISTINCTIVELY DIFFERENT
DEFINITY® LENSES—PROGRESSIVE LENS

The only lenses with a unique 4th visual zone

- The GROUND VIEW ADVANTAGE™ (GVA) answers one of progressive-lens wearers’ greatest complaints: “I can’t see what’s at my feet!”

The GROUND VIEW ADVANTAGE provides the clearest ground-level vision possible*

![Graph showing ground-level vision comparison between competitors and DEFINITY 2.0.](image)

In a double-blind wearers’ test, DEFINITY lenses were preferred 7:1 and 2:1 over competitor PALs for exceptional ground viewing

*Based on power error at -45° below FC (Fitting Center) and 15° temporally with DEFINITY lenses as the reference.

Both DEFINITY and DEFINITY SHORT™ offer the exclusive GROUND VIEW ADVANTAGE:

- A unique 4th visual zone that provides clearer vision and greater clarity for patients when they look down
- Enhances vision for everyday activities, like going up and down stairs

Maximum GVA benefits at fitting heights

≥22 mm (DEFINITY) and ≥19 mm (DEFINITY SHORT)

Up to 90% of DEFINITY wearers experience a significant benefit from The GROUND VIEW ADVANTAGE
DEFINITY lenses—the softest design available

DEFINITY lenses provide the easiest transitions between visual zones
Patented DUAL ADD® 2.0 technology delivers the least amount of astigmatism and the widest intermediate field of vision possible.

**DUAL ADD 2.0:**
- ADD power is split between the front and the back to maximize the available surface area.
- Unique front-back multi-design is enabled with a variable near vision inset (2.5 mm-4 mm) for customization.
- Offset design to optimize visual performance for smoother transitions across all zones.
- Rotated design for a reduction in unwanted astigmatism.

**DEFINITY lenses distinguish themselves from the competition**
- As power increases, distortion in competitor lens designs increases more rapidly than in DEFINITY lenses.

![DEFINITY lenses deliver the least distortion across the lens surface](image)
DEFINITY® lenses—the widest field of intermediate vision*

*Values are in millimeters measured at -20° angle (11.5 mm below the Fitting Cross).

50% of wearers preferred DEFINITY over Competitor C for intermediate width

DEFINITY: Easy to fit, easy to adapt

- Ideal for:
  - New presbyopes
  - High ADD power
  - Bifocal wearers
  - Extended computer use
  - Patients with adaptation problems

DEFINITY has high patient satisfaction and is perfect for your active, on-the-go patients
**RECOMMEND DEFINITY® LENSES**

So your patients can see life through every visual zone

<table>
<thead>
<tr>
<th>MATERIAL</th>
<th>1.50</th>
<th>Trivex®</th>
<th>Airwear®</th>
<th>Thin&amp;Lite® 1.60</th>
<th>Thin&amp;Lite® 1.67</th>
<th>Thin&amp;Lite® 1.74*</th>
</tr>
</thead>
<tbody>
<tr>
<td>POWER RANGE</td>
<td>+6.00 to +10.00</td>
<td>Max combined Sph &amp; Cy: -10.00</td>
<td>+6.00 to +10.00</td>
<td>+4.00 to +7.00</td>
<td>+8.00 to +12.00</td>
<td>+10.00 to +12.00</td>
</tr>
<tr>
<td>Sphere</td>
<td>Max combined Sph &amp; Cy: -10.00</td>
<td>+6.00 to +10.00</td>
<td>+4.00 to +7.00</td>
<td>+8.00 to +12.00</td>
<td>Max combined Sph &amp; Cy: -12.00</td>
<td>Max combined Sph &amp; Cy: -14.00</td>
</tr>
<tr>
<td>Cylinder</td>
<td>Up to -4.00</td>
<td>Up to -4.00</td>
<td>Up to -4.00</td>
<td>Up to -4.00</td>
<td>Up to -4.00</td>
<td>Up to -4.00</td>
</tr>
<tr>
<td>ADD Power</td>
<td>+1.00 to +3.00</td>
<td>+1.00 to +3.00 &amp; +4.00</td>
<td>+1.00 to +3.00</td>
<td>+1.00 to +3.00</td>
<td>+1.00 to +3.50 &amp; +4.00</td>
<td>+1.00 to +3.50 &amp; +4.00</td>
</tr>
<tr>
<td>Prism</td>
<td>Up to 6.00 D</td>
<td>Max 3.00 D per eye</td>
<td>Up to 6.00 D</td>
<td>Max 3.00 D per eye</td>
<td>Up to 6.00 D</td>
<td>Max 3.00 D per eye</td>
</tr>
</tbody>
</table>

**LENS OFFERINGS**

- **Crizal® Sapphire™** with SunShades™ Protector
- **Crizal® Advanced™**
- **Crizal® Alize™**
- **Crizal® Easy™**
- **Crizal® SunShades™**
- **Transitions® VI** (Gray and Brown)
- **XPERIO® Polarized**

DEFINITY® lenses are 100% digital and utilize the Essilor proprietary DualOptix™ format for unparalleled customization.

**Let your patients experience the DEFINITY DIFFERENCE—give them the only lenses with the 4th visual zone**

Examples (and extra):

- **DEFINITY**
  - Thin&Lite 1.74 lenses will systematically include a No-Glare lens from the available options.

To learn more visit www.definity.com

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DEFINITY® lenses are preferred over the competition

Patients rate DEFINITY lenses as significantly better

- Outperformed the competition in the intermediate visual zone
  — Of 38 patients, 26 preferred DEFINITY, only 8 preferred the competitor and 4 had no preference

- Demonstrated superiority in the near visual zone
  — Of 38 patients, 21 patients preferred DEFINITY lenses, 9 preferred the competitor and 8 had no preference

For the ultimate experience, dispense DEFINITY lenses in Trivex® material

- The unique, multi-design technology of DEFINITY lenses deliver improved symmetry, superior alignment and dynamic inset variation for better vision across all viewing zones

- When the design of DEFINITY is combined with Trivex® material, patients will experience greater optical clarity over standard plastic

In another study of active presbyopes, DEFINITY was preferred 7 to 1 as the progressive lens of choice

DEFINITY® lenses with DUAL ADD® 2.0 in Trivex® material is also available with Transitions® VI lenses Brown and Gray.
An Even Wider Open World

Now Available in Trivex Material
NEW DEFINITY Lenses with DUAL ADD 2.0

 PERFOMANCE FOR YOUR PATIENTS 
WITH ACTIVE LIFESTYLES

DEFINITIVE LENSES IN TRIVEX MATERIAL DELIVER SUPERIOR VISUAL EXPERIENCE

Their feel — Ground View Advantages allows patients to see what is at a comfortable distance.

DEFINITIVE is the only progressive lens with a unique multi-focal design that provides a greater impact resistance and is thinner and lighter than standard plastic lenses, making it perfect for patients requiring prescription for smoother transitions with less eye strain.

DEFINITIVE lenses with DUAL ADD 2.0 are tailored to each patient’s prescription for smooth transitions with less eye strain.

New material is more durable, provides greater impact resistance, and is thinner and lighter than standard plastic lenses, making it perfect for patients requiring prescription for smoother transitions with less eye strain.
DEFINITY® Lenses Reading Card
Hold at 16 in or 40 cm

Road map

Menu
Chicken Teriyaki - Charcoal broiled with our special sauce
Negimaki - Thinly sliced beef roll w/scallion and teriyaki sauce
Beef Teriyaki - Charcoal broiled with our special sauce
Subiyaki Nabe - Beef and vegetables cooked in sukiyaki sauce
Shabu - Shabu - Thinly sliced beef and vegetables in broth
Pork Cutlet - Deep fried pork served with vegetables

Newsprint
COLLECTORS INCORPORATED As an entrepreneur, a merchandiser and a civic-minded citizen, Paul Gioni, the founder, chairman and chief executive of Incorporated Brands, has long been near the top of many lists. Now Mr. Gioni, along with his wife, Jennifer L. Gioni, has joined the list of the world's top collectors, published in the latest issue of this publication. Next month's issue will

Stocks
| 1/18 | 19685 | 86.88 | 86.88 | 86.88 | 86.88 |
| 1/20 | 96754 | 44.43 | 44.43 | 44.43 | 44.43 |
| 2.5 | 50.50 | 50.50 | 50.50 | 50.50 | 50.50 |
| 0.5 | 50.50 | 50.50 | 50.50 | 50.50 | 50.50 |
| 0.5 | 50.50 | 50.50 | 50.50 | 50.50 | 50.50 |

Dictionary
also pres by-cout' sh (lo' na'sta')
presby-opia (o' pe' n.) [Mod.L. < Gr. presby, old. (see
PAIRED) + ops, OP. AN EYE] A form of farsightedness occurring
after middle age, caused by a diminished elasticity of the
crystalline lens
pres' by-op' (op' tope') n. [pres' by-op'] (op' tope') adj.
presbyster (pres' bi stér. pres' ster) n. [LL. (Ec.), an elder: see
PAIRED] 1. in the early Christian church and in the
Presbyterian Church, an elder 2. in the Episcopal church,a
priest or minister

Medicine label
Active Ingredient (in each capsule)
Diphenhydramine hydrochloride 25 mg.

Uses
- temporarily relieves these symptoms of the fever or other upper res
- stuffy nose - sneezing - itchy nose or throat - itchy, watery eyes
- temporarily relieves these symptoms of the common cold:
- stuffy nose - sneezing

Warnings
- do not use if you are allergic to any ingredient in this product. Ask a doctor before use if:
- you have a breathing problem from asthma
- you have high blood pressure, heart disease, glaucoma
- you have diabetes
- you are in the last 3 months of pregnancy
- you are breast-feeding
- you have any unusual bleeding or nosebleeds

- do not use with any other medication without prescription from your doctor.

- store at room temperature 59-77°F (15-25°C). Keep out of reach of children

- use only as directed.
<table>
<thead>
<tr>
<th>Near</th>
<th>Intermediate</th>
<th>Far</th>
</tr>
</thead>
<tbody>
<tr>
<td>N12.5</td>
<td>N10</td>
<td>N8.3</td>
</tr>
<tr>
<td>20/40</td>
<td>20/30</td>
<td>20/20</td>
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</tbody>
</table>

- **PREBETROPYA**: An age-related condition that occurs when the eye’s ability to change focus from far to near objects is compromised.
- **To help correct your vision from PREBETROPYA, we have developed the exclusive GROUND VIEW ADVANTAGE™ (GVA), a unique progressive lens called DEFINITY™.**
- **DEFINITY™ lenses use a patented revolutionary design that uses both sides of the lens to deliver the fittest lens of vision with the least amount of distortion.**

*These results may not be representative due to the range of visual acuity.*

- **Maximum GVA benefits at fitting heights**
  - 22 mm (DEFINITY™ and 21.9 mm (DEFINITY™ SHORT)

- **Experience the DEFINITY® Lenses Reading Card**
  - Hold at 16 in or 40 cm

- **Retinal Near Field (2.3 cm)**
  - Registration No. 20-019629

- **Heart of Europe**
  - Developed and manufactured in Europe

- **Distinctively Different**
  - Rights Reserved

- **Call to Action**
  - Call 1-800-851-3334 now!
Designed With the Latest Technology

Excellent visual performance, backed by cutting-edge technology

- New DUAL ADD® 2.0 Technology, exclusive to DEFINITY®, incorporates both sides of the lens to provide clear, natural vision with less distortion, allowing you to see through more of the available space

- Digital surfacing is a manufacturing process that offers a higher level of precision and customization than traditional processing. All DEFINITY lenses are digitally surfaced and use the latest in digital equipment to customize your prescription, making it easy to adapt to your lenses

Discover the DEFINITY® DIFFERENCE today

- Less distortion than other progressive lenses
- Provides a wider intermediate zone, so you can see more naturally
- High definition, digitally designed, with an additional viewing zone so you can see objects at your feet
- Unique technology allows DEFINITY to deliver overall enhanced vision

DEFINITY is ideal for the active, on-the-go individual who wants the most out of life.

Experience life with a 4th visual zone, visit www.definity.com.

Experience DEFINITY®
See what’s at your feet with clarity

DEFINITY®
DISTINCTIVELY DIFFERENT

DualOptix
DISTINCTIVELY DIFFERENT
Delivers Benefits That Stand Apart

- Less distortion than other progressive lenses
- A wider intermediate zone than most other progressive lenses
- Makes it easier to see objects like computer screens and dashboard controls
- Smooth transitions between zones makes wearing DEFINITY lenses easy and comfortable, from the moment you put them on.

Let's You See What's at Your Feet

DEFINITY makes life's activities easier:

- Everyday activities: Stairs, Curves, Driving
- Demanding activities: Hiking, Blong, Golfing, Tennis

If you have experienced difficulty seeing with your current eyewear, DEFINITY may be perfect for you.

DEFINITY lenses are ideal for:

- Active, on-the-go individuals
- Wearers who:
  - Have trouble adapting to progressive lenses
  - Require stronger prescriptions
  - Engage in extended computer use
- Newly diagnosed presbyopes
- Bifocal wearers

Presbyopia affects just about everyone sooner or later, but most often occurs in your 40s. As your near vision begins to blur and it becomes difficult to focus on objects that are far away, allowing you to see better when looking down, closely mimic your natural vision.