

*What does
confidence
look like?*



A muscular package of advantages for your business and your customers.

superior performance

It's worth repeating. By choosing LifeRx lenses, you're choosing to provide superior clarity and photochromic performance. LifeRx lenses are very clear in their clear state, darken quickly and rapidly fade back to clear.

superior margins

Aggressively priced and getting better, LifeRx lenses can help get your margins trending in the right direction—as much as a 25% net savings when compared to a leading brand.

sustainable solutions

By choosing LifeRx lenses, you're choosing an American-made product manufactured start to finish in a facility that uses 100% renewable energy. Packaging uses 35% post-consumer material and includes no plastic cups.

availability and exclusives

LifeRx goes deeper. Semi-finished, finished, multifocals, two progressives and color options ensure your customers get what they need when they need it. The LifeRx D28 Bifocal, D35 Bifocal and 7 x 28 Trifocal are the only photochromic polycarbonate lenses of their kind.

more opportunity

Research shows that 35% of consumers, when told the benefits of photochromic lenses, say they would buy them—yet fewer than half that number actually do. LifeRx lenses can help you close that gap with a lower price—and better performance than the best-selling product.

Ideal candidates for the comfort, convenience and protection of LifeRx light-responsive lenses include:

- Children
- Patients with active lifestyles
- Patients who participate in outdoor leisure activities
- Contact lens wearers
- Presbyopes
- Post-surgical patients
- Patients opting for two-pair package (photochromic and sun)

ease of processing

We're working all the time to make LifeRx lenses easier to process. In addition to publishing the latest processing know-how, we offer custom consultation with processing professionals—free of charge. Services range from phone consultation to on-site visits.

guaranteed satisfaction

Recent enhancements extend longevity, and a two-year warranty backs it. Our highly trained staff will resolve any issue surrounding a LifeRx lens at any point of contact, including replacement lens, labs redos and more.

Technical Support Line

1.877.528.9576

	SFSV	A SFSV	FSV	D28 Bi	D35 Bi	7x28 Tri	Pal 1	Pal 2
LifeRx®	x	x	x	x	x	x	x	x
Transitions®	x	x	x				x	x
PhotoFusion®	x						x	x
SunSensors® HPC	x						x	x



Our strengths. Your business advantage.

Have a look around. If a photochromic alternative could offer programs to preserve customer loyalty, demonstrate superior performance and increase your margins — would you be open to that?

Dispense with confidence.

If there was ever a doubt, now is the time to experience:

- Programs in place to ensure customer loyalty
- Increased profitability for your business
- Superior photochromic performance
- Extended longevity, backed by warranty

Your VEL sales rep is ready to work it out for you.

Call 1.800.328.3449 to start pumping.



A vision for sustainability

Made in USA with renewable energy.

LifeRx® Product Availability: Photochromic Polycarbonate in Gray and Brown

Product	Diameter	Power Range	Colors	Bases	Cylinder/Adds
LifeRx FSV	65mm, 75mm	+2.00 to -6.00	Gray	-	-2.00 cyl
LifeRx Aspheric SFSV	75mm	+8.00 to -14.00	Gray, Brown	0.50, 1.50, 2.50, 3.50, 4.25, 5.50, 6.00, 6.50, 7.50	
LifeRx SFSV	75mm	+6.00 to -14.00	Gray, Brown	0.50, 1.00, 2.00, 3.00, 4.00, 5.25, 6.25, 7.50	
LifeRx D28 Bifocal	75mm	+7.00 to -10.00	Gray, Brown	0.50*, 2.00, 4.00, 6.25, 8.50	+1.00 to +4.00
LifeRx D35 Bifocal	75mm	+5.00 to -10.00	Gray, Brown	2.00, 4.00, 6.25	+1.00 to +3.00
LifeRx 7x28 Trifocal	75mm	+5.00 to -10.00	Gray, Brown	2.00, 4.00, 6.25	+1.50 to +3.00
Outlook LifeRx Progressive	80mm	+6.25 to -10.00	Gray, Brown	1.50, 3.50, 5.00, 6.50, 7.50	+0.75 to +3.50
Illumina LifeRx Progressive	80mm	+6.50 to -10.00	Gray, Brown	1.50, 3.00, 4.50, 6.00, 7.25	+1.00 to +3.50

*+2.00 to +3.00

VISION-EASE
LENS
WORLDWIDE

1.800.328.3449
www.vision-ease.com

