



PREMIUM NO-GLARE... Properties and Pointers

At Scott & White Eye Institute in Temple, Texas, scratching and smudging used to be an issue with anti-reflective lenses. Not anymore, says Jeff Harris, OD. "In my eight years of practice, I have seen thousands of lenses. The ones with low-quality AR led me to not recommend it at all unless the patient is going to purchase a high-quality coating. For us, that is the Crizal line of No-Glare products."

Today, says optician Michelle Marcotte, "60 percent of the lenses sold at the dispensary include either Crizal Avancé or Crizal Sapphire." She adds, "We see an average of 6,500 patients a year who purchase eyewear, not including courtesy adjustments and cleanings."

NO-GLARE GOAL

Our goal, says Marcotte, "is to give patients the best vision possible, using the best products. We chose Essilor's Crizal Avancé and Crizal Sapphire lenses because the products protect lenses from scratches, are

smudge resistant, and therefore allow for clearer vision."

FEATURES AND BENEFITS

Marcotte details the multiple benefits of premium No-Glare lenses that Scott & White opticians address:

- **GLARE.** "Because of reduced glare, patients see more clearly."
- **REFLECTIONS.** "They reduce reflections that we see, as well as reflections on the lens surface that others see."
- **DRIVING.** "No-Glare lenses allow for better night driving by reducing halos around lights."

■ **EYE STRAIN.** "They relieve eye fatigue and strain while working on the computer or reading."

■ **SCRATCHES.** "The lenses have a very hard scratch coating that helps to protect them from scratches."

■ **SMUDGES.** "They also resist smudges and repel water as well as oils from our skin."

Dr. Harris adds that the increased visual acuity from reduced scratches and smudges makes a difference, especially with night driving. "Patients see the difference and really value this premium product," concludes Marcotte.

RECOMMENDING PREMIUM NO-GLARE

EXAM: "We discuss premium No-Glare during the exam," says Jeff Harris, OD. "I recommend it on all of my distance prescriptions unless they are sunglasses."

DISPENSARY: "As opticians, we recommend Crizal Avancé and Crizal Sapphire lenses to all patients," explains optician Michelle Marcotte. "We educate and let the patient or parents make an informed decision."

DIFFERENTIATION: "We offer Crizal Avancé or Crizal Sapphire lenses initially," says Marcotte. "We differentiate by letting the patient know that the value No-Glare is harder to keep clean and scratches more easily."

PROTECTION: "I discuss premium No-Glare lenses as helpful for form and function, in that it can improve vision and make the glasses look nice as well," adds Dr. Harris. "I usually mention how there is a significant difference in lens warranties and, if patients had a poor prior experience, how smudge resistance has improved."

ANALOGY: "We tell the patient that if they want to see as well in the real world as they do in the exam lane," explains Marcotte, "Crizal Avancé or Crizal Sapphire lenses are a must. We explain that most of the equipment used while refracting has No-Glare lenses."

No-Glare

reduces scratches
and smudges



No-Glare lenses greatly reduce the occurrence of scratches and smudges on patients' lenses. This can help improve visual acuity by up to one full line, reduce distractions and avoid the aesthetic nuisance that scratches and smudges can cause.

Help your patients see more clearly. Prescribe No-Glare lenses for better safety, health, and comfort.

No-Glare better vision

- Amplify Acuity & Contrast
- Improve Field of View & Recovery Time
- Enhance Kids' Vision & Education
- Minimize Computer Glare & Eye Strain
- Reduce Scratches & Smudges**

For more information
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