

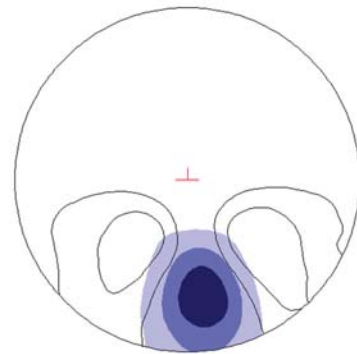
AO Easy – The Balanced Performance Progressive

ao easy.

easy life.



THE PROGRESSIVE LENS FOR AN EASY LIFE



easy Wear

- Smooth distribution of power and astigmatism assures wearing comfort.
- Balanced and unified viewing zones.

easy Adapt

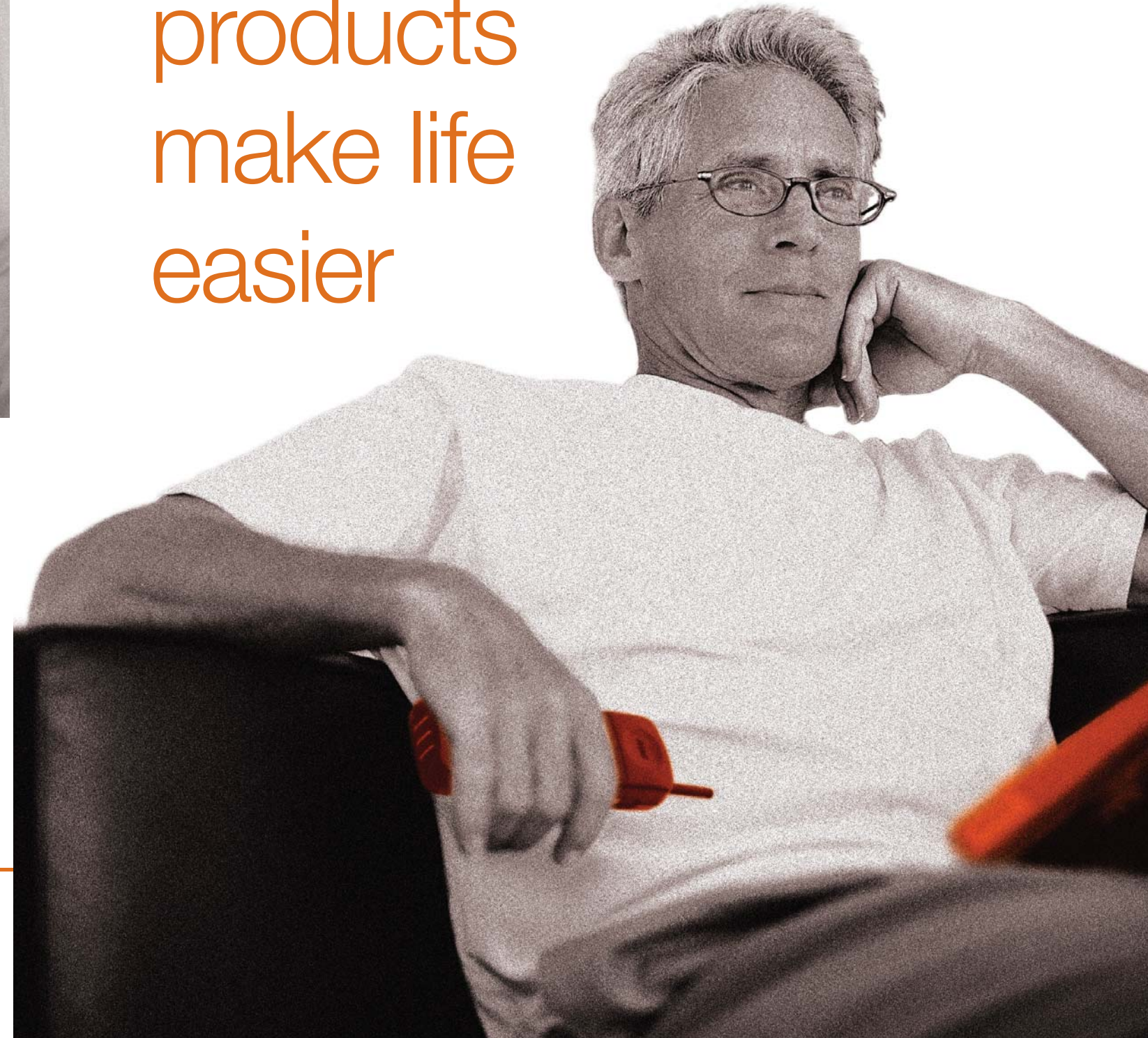
- Low level of swim and distortion in the periphery.

easy Choice

- Optimized corridor length increase patient frame choices.
- Available in the materials patients want.



great products make life easier



Availability

	Material	Base Curves	Rx Range	Add Powers
NEW	AO Easy HD 1.67 High Index	Available Rx Teflon® coated only	-12.00 to +8.00 D	1.00 to 3.50
NEW	AO Easy HD 1.67 Transitions® Gray*	Available Rx Teflon® coated only	-12.00 to +8.00 D	1.00 to 3.50
	1.6 High Index	1.00, 3.00, 5.00, 6.00, 7.00	-10.00 to +6.00 D	0.75 to 3.50
<small>Coming early 2005</small>	Polycarbonate Transitions® V Gray**	1.50, 3.50, 5.50, 7.50	-9.00 to +5.00 D	1.00 to 3.00
	Polycarbonate	1.50, 3.50, 5.50, 7.50	-9.00 to +5.00 D	1.00 to 3.00
	Hard Resin Transitions® Brown	1.50, 3.50, 5.50, 7.50	-9.00 to +5.00 D	0.75 to 3.50
	Hard Resin Transitions® Gray	1.50, 3.50, 5.50, 7.50	-9.00 to +5.00 D	0.75 to 3.50
	Hard Resin	1.50, 3.50, 5.50, 7.50	-9.00 to +5.00 D	0.75 to 3.50

*Available in Transitions® V in early 2005
 **Coming early 2005



AO Easy lenses are available with Teflon® EasyCare Lens Coating.



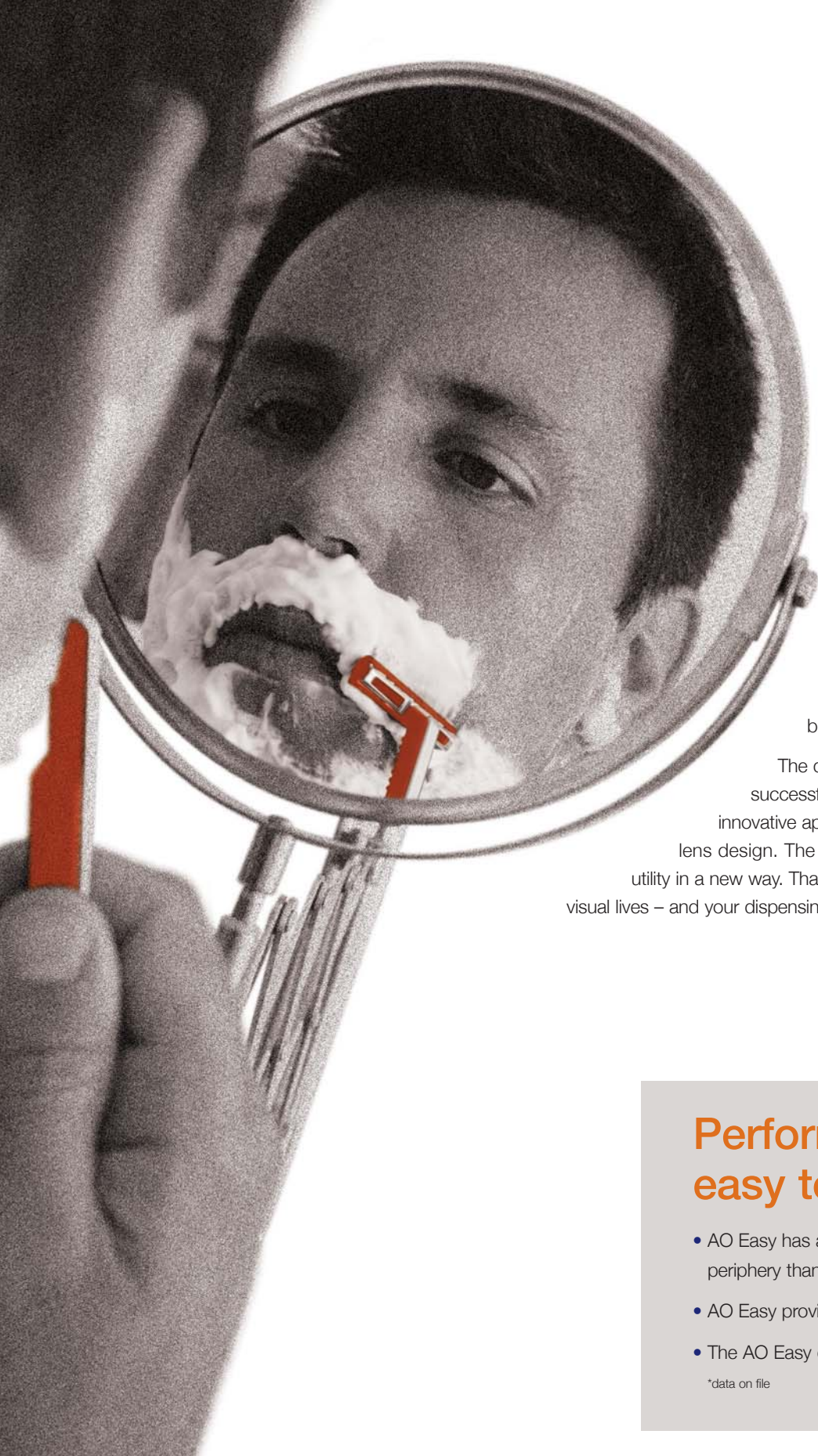
www.aolens.com

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AO American Optical Lens Company





disposable razor.

laptop computer.

ao easy.

easy life.

Ever notice how great products make life easier?

The most successful product innovations make life easier than you ever thought it could be. That's because they do the job better, with less effort. When these breakthrough innovations occur, everyone wins.

The designers of AO Compact®, the first and most successful small-frame progressive, have brought this innovative approach to a new general-purpose progressive lens design. The result is a lens that balances comfort and utility in a new way. That's a combination that can make your patients' visual lives – and your dispensing life – easier.

Performance that's easy to like*

- AO Easy has a **19%** larger area of clear distance and periphery than Varilux® Comfort.
- AO Easy provides **16.5%** lower astigmatism than Varilux Comfort.
- The AO Easy design has an adaptation rate of over **98%**.

*data on file

easy Wear

- AO Easy combines the distance and near clarity of a hard design with the smooth transitions of a soft design.
- The smooth distribution of power creates uninterrupted and unified viewing zones.
- Wearers have the large areas of clear vision they need for utility, with the overall smoothness and easy transitions they need for comfort.

easy Adapt

- The AO Easy design significantly reduces the peripheral swim and distortion that can make adaptation difficult.
- The smooth transitions assure a natural vision experience – even for first-time progressive wearers.

easy Choice

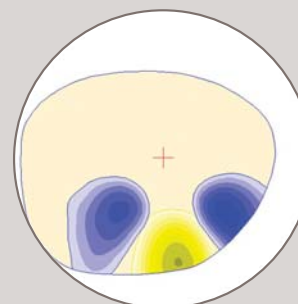
- Optimized corridor length fits a greater range of frames (18mm minimum fitting height).
- Available in a full range of premium materials.
- Available with Teflon® EasyCare Lens Coating.

The Power of a New Choice

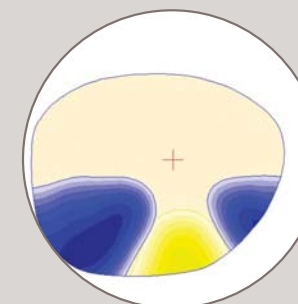
AO Easy's balance of utility and comfort, combined with a carefully selected corridor length, gives you a general-purpose progressive that meets the needs of the widest number of patients and fits into the broadest number of frame styles.

A multi-design lens, the AO Easy design varies by base curve and addition to better accommodate the different visual needs of your patients, regardless of prescription.

That means easy wearing for your patients – and an easy dispensing decision for you.



AO Easy



Varilux® Comfort