



SOLAMAX[®]
PROGRESSIVE LENSES

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**Bigger.
Better.
Balanced.**

Availability

Material	Benefit	Base Curves	Rx Range	Add Range
Spectralite [®]	High index, great optics (abbe value 42)	1.00, 3.00, 5.00, 6.50	-8.00 to +4.00D	+1.00 to +3.00
Spectralite Velocity™ Transitions [®] Gray		1.00, 3.00, 5.00, 6.50	-8.00 to +4.00D	+1.00 to +3.00
Polycarbonate	High index, ideal for rimless frames	1.00, 2.50, 4.50, 6.50	-8.00 to +4.00D	+1.00 to +3.00
Polycarbonate Transitions Gray		1.00, 2.50, 4.50, 6.50	-8.00 to +4.00D	+1.00 to +3.00
Hard Resin	Standard, affordable	1.50, 3.25, 5.25, 6.75	-8.00 to +4.00D	+1.00 to +3.50
Hard Resin Transitions Gray		1.50, 3.25, 5.25, 6.75	-8.00 to +4.00D	+1.00 to +3.50

Coatings

- Available in all materials with Teflon[®] EasyCare Lens Coating
- Compatible with all standard AR coatings



26%
Bigger Reading Area
than Varilux[®] Comfort¹



21%
Bigger Intermediate Area
than Varilux Comfort

Lens Design Upgrades

SOLAMAX's high patient preference and adaptation rate make it the perfect upgrade for patients in other progressive lens designs.

SOLA General Purpose Lenses

AO Pro[®] • VIP • XL

Non-SOLA General Purpose Lenses

Varilux[®] Comfort • Varilux Panamic • Zeiss Gradal[®] Top
Hoya GP Wide • Essilor Natural[®] • Essilor Ovation™
Vision-Ease Outlook[®] • and others

About SOLA International

With over 100 million customers in 50 countries, SOLA is a leader in eyeglass design and manufacturing. SOLA is known for quality, innovation, and responding to customer needs. We offer a full line of eyeglass lenses for virtually every lifestyle and vision need.

For more information, ask your SOLA sales representative or contact us at **1-800-358-8258** or visit us at **www.sola.com**.



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¹ Typical frame, +2.00 add. Data on file.
² Data on file.
³ 1999 Opportunity Assessment Study, Macro Consulting.

Find Out Why...

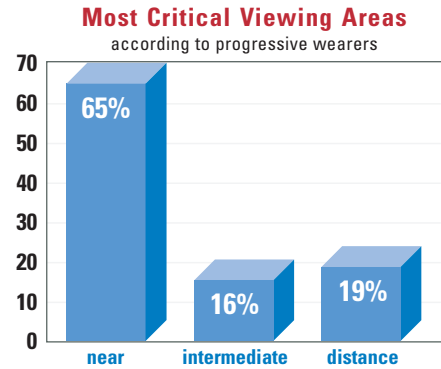
- 95% of wearers prefer SOLAMAX[®] to their previous progressive²
- SOLAMAX is SOLA's top-selling progressive
- SOLAMAX is your smart choice for all-purpose dispensing

SOLAMAX®: Bigger. Better. Balanced.

Performance All Day, Every Day

SOLAMAX delivers all the elements patients want for comfortable all-day wear:

- an expanded reading area
- a large intermediate
- a spacious distance area



The Balance Progressive Wearers Want

Easier reading is the primary visual need of most people over 40. In a survey, 65% of progressive wearers identified the reading area as the most important viewing zone in their lenses.³

SOLAMAX is designed to meet the patient's need for better near and intermediate vision – without sacrificing distance.

The Design New Progressive Wearers Need

First-time progressive wearers are most concerned about reading vision. Bifocal wearers are accustomed to a large reading area and dislike the compromises found in a typical progressive lens. In each case, SOLAMAX's bigger reading and intermediate areas make it the ideal choice.

According to 86% of dispensers who use SOLAMAX, it's an excellent choice for converting bifocal wearers to progressives.²

More Reading and Intermediate

Viewing Area for Reading a Magazine Spread

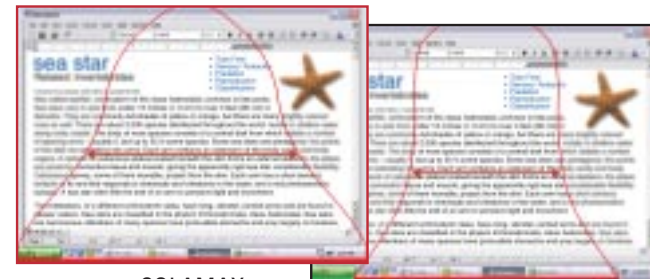


SOLAMAX
(+2.00 add)

Varilux® Comfort
(+2.00 add)

26% bigger reading area than a typical general purpose progressive.¹

Viewing Area for Intermediate on a Computer Screen



SOLAMAX
(+2.00 add)

Varilux Comfort
(+2.00 add)

21% bigger intermediate area than a typical general purpose progressive.¹



"The first patient I ordered a pair for, a former progressive wearer, put them on and his initial reaction was literally, 'Wow.'"

Joann Rytar
Certified Optician,
Newtown, CT

High Adaptation and Satisfaction



"We've successfully upgraded hundreds of former Comfort wearers to SOLAMAX without any problems. I tell my patients that they'll get better near and intermediate vision and that SOLAMAX delivers."

Tim Justus
Optical Manager, Eye Care Clinic, NC

Easy adaptation is essential for patient satisfaction – with their lenses, and with the quality of their care. Patients, dispensers and labs report high satisfaction levels with low non-adapts.

Patient Satisfaction

SOLAMAX is an upgrade your patients will appreciate. A wearer trial involving wearers of 12 different progressive designs showed that 95% preferred SOLAMAX to their prior progressive lenses.²

Dispenser Satisfaction

Eye care professionals throughout the U.S. are discovering

"No problems. No redos. I just like it."

Lisa Corbett
Licensed Optician,
Sawyers Opticians, Columbia, SC

that SOLAMAX's enhanced near and intermediate zones make it the smart choice for most of their patients.

Lab Satisfaction

Independent labs have reported redo rates as low as 1% with SOLAMAX.²

"I can't remember the last time I had a non-adapt with SOLAMAX."

Pete Lothes
Select Optical, Columbus, OH

Advanced Technology

SOLAMAX uses advancements in lens design technology to deliver optimum performance for the wearer.

• Flatter profile with superior optics

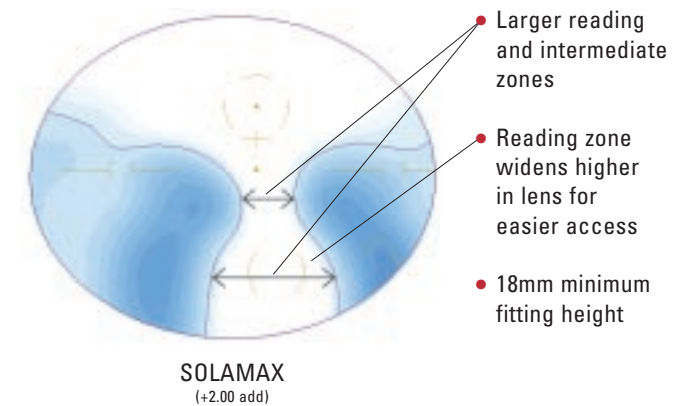
The *flattened aspheric design* minimizes oblique power errors in the periphery, and allows SOLAMAX lenses to be flatter and thinner than conventional designs.

• Complete customization

Design by Prescription™ technology varies the lens design by both base curve and add power to ensure consistent optical performance, regardless of prescription or stage of presbyopia.

• Maximum binocular vision

Custom eyepath placement and a *variable near inset* ensure maximum clear vision as the eyes work together.



SOLAMAX
(+2.00 add)

