

Bigger.
Better.
Balanced.



26%

Bigger Reading Area*



21%

Bigger Intermediate Area*

SOLAMAX is the best choice for all-purpose dispensing. Labs, eye care professionals and patients agree that SOLAMAX's bigger reading and intermediate areas deliver the balance patients want for vision comfort all day long. No wonder SOLAMAX has sold millions of pairs worldwide, and has become SOLA's best-selling progressive.

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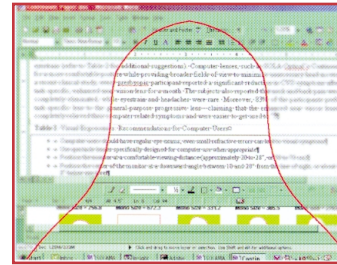
Not all lenses are the same

98% of patients say SOLAMAX, is better for intermediate than their prior progressive lenses.³

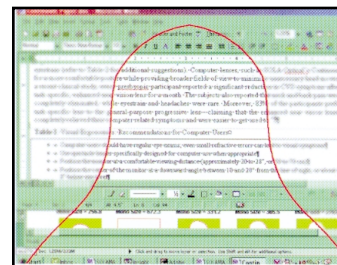


Lens Viewing Areas: A Comparison

26% bigger reading area than a typical general purpose progressive²

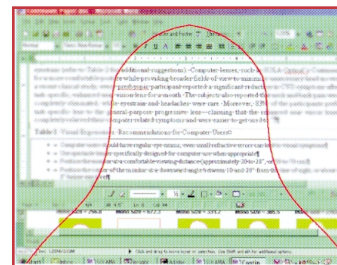


SOLAMAX (+2.00 add)

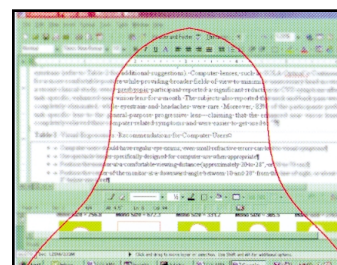


typical general purpose lens (+2.00 add)

21% bigger intermediate area than a typical general purpose progressive²



SOLAMAX (+2.00 add)



typical general purpose lens (+2.00 add)

Performance all day, every day

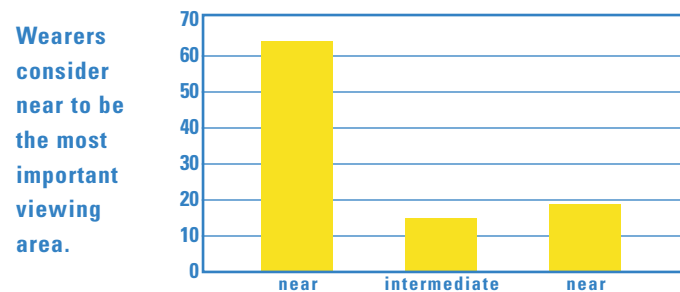
SOLAMAX delivers all the elements patients want for comfortable all-day wear: an expanded reading area, a large intermediate, and a spacious distance area.

- 95% of progressive wearers preferred SOLAMAX to their prior progressive lens.¹

The Balance Progressive Wearers Want...

Easier reading is the primary visual need of most over-40 patients—whether they are looking at a book, a computer screen, or the shelves at the supermarket. In a survey, 65% of progressive wearers identified the reading area as the most important viewing zone in their lenses.¹

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



...And 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.

- 86% of dispensers who use SOLAMAX agree that it is an excellent choice for converting bi-focal wearers to progressives.³

High Adaptation and Satisfaction

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 nonadapts.

Patient Satisfaction

A wearer trial involving wearers of 12 different progressive designs showed that 95% preferred SOLAMAX to their prior progressive lenses.

"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

Dispenser Satisfaction

Eye care professionals throughout the U.S. are discovering that SOLAMAX's enhanced near and intermediate zones make it the best choice for most of their patients.

"We have seen an incredibly high adaptation rate with SOLAMAX—including with patients who were previously wearing Varilux® Comfort."

Joann Rytar, certified Optician, Newtown CT

Lab Satisfaction

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

"I can't remember the last time I had a nonadapt 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.

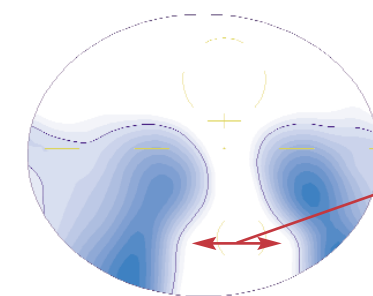
- Maximum binocular vision

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

- Optimum performance in actual wearing conditions

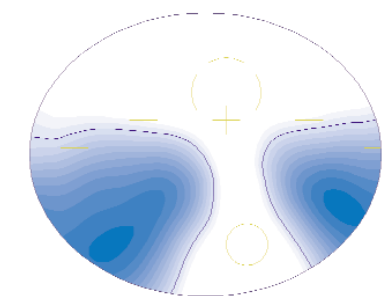
As-worn optimization ensures that the optical performance of the lens is precisely maintained in its intended fitting position.

SOLAMAX: Bigger. Better. Balanced.



SOLAMAX (+2.00 add)

- Larger reading and intermediate zones
- reading zone widens higher in lens for easier access
- 18mm minimum fitting height



typical general purpose lens (+2.00 add)

98% of patients say SOLAMAX, is better for reading than their prior progressive lenses.³

Availability

| Material | Benefit | Base Curves | Power Range | Add Range |
|--|--|------------------------|----------------|----------------|
| Spectralite [®] | High index, great optics (abbe value 42) | 1.00, 3.00, 5.00, 6.50 | +4.00 to -8.00 | +1.00 to +3.00 |
| Spectralite Velocity [™] Transitions [®] (Gray) | | 1.00, 3.00, 5.00, 6.50 | +4.00 to -8.00 | +1.00 to +3.00 |
| Polycarbonate | High index, ideal for rimless frames | 1.00, 2.50, 4.50, 6.50 | +4.00 to -8.00 | +1.00 to +3.00 |
| Polycarbonate Transitions (Gray) | | 1.00, 2.50, 4.50, 6.50 | +4.00 to -8.00 | +1.00 to +3.00 |
| Hard resin | Standard, affordable | 1.50, 3/25, 5/25, 6.75 | +4.00 to -8.00 | +1.00 to +3.50 |
| Hard resin Transitions (Gray) | | 1.50, 3/25, 5/25, 6.75 | +4.00 to -8.00 | +1.00 to +3.50 |

In Spectralite high index at CR-39[®] prices

Coatings

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

Lens Design Upgrades

SOLAMAX's high patient preference and adaptation rate make it the perfect upgrade for patients in other 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[®], VisionEase Outlook[®], and others

About SOLA International

With over 100 million customers in over 50 countries, SOLA is a leader in eyeglass design and manufacturing. SOLA is known for quality, innovation, and listening 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 www.sola.com.

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000-0139-12600 (Varilux version)

000-0139-12610 (non-Varilux)

1 1999 Opportunity Assessment Study, Macro Consulting

2 Typical frame, +2.00 add. Data on file.

3 Data on file