

DISPENSER GUIDE: Patient Conversation

Eyezen™+

Digital Eye Strain & Harmful Blue Light should be discussed with all patients

DISCUSSION STARTERS:



What types of digital devices (smartphone, tablet, etc.) do you use?

How many hours a day do you use your digital devices?

How do your eyes feel after looking at digital devices for long periods of time?

THREE MAJOR BENEFITS OF EYEZEN™+ LENSES:

- 1** Help **defend against digital eye strain** associated with device use*
- 2** **Reduce exposure** to Harmful Blue Light**
- 3** **Provide sharper vision** than ordinary single vision lenses

QUESTIONS PATIENTS COMMONLY ASK:

What makes *Eyezen+* lenses different from other single vision lenses?

Unlike ordinary single vision lenses, *Eyezen+* lenses help your eyes relax when focusing on objects up close (like using your smartphone), so they don't feel as strained after long periods of viewing. And *Eyezen+* lenses also reduce your exposure to Harmful Blue Light.

Are *Eyezen+* lenses only for when I'm at the computer or using my digital devices?

No, *Eyezen+* lenses are your everyday eyeglasses and are a more complete solution than ordinary single vision glasses.

Are *Eyezen+* lenses worth the additional cost?

With the amount of time we spend on our digital devices today, the additional cost for improved comfort and reduced Harmful Blue Light exposure makes *Eyezen+* lenses an easy choice!

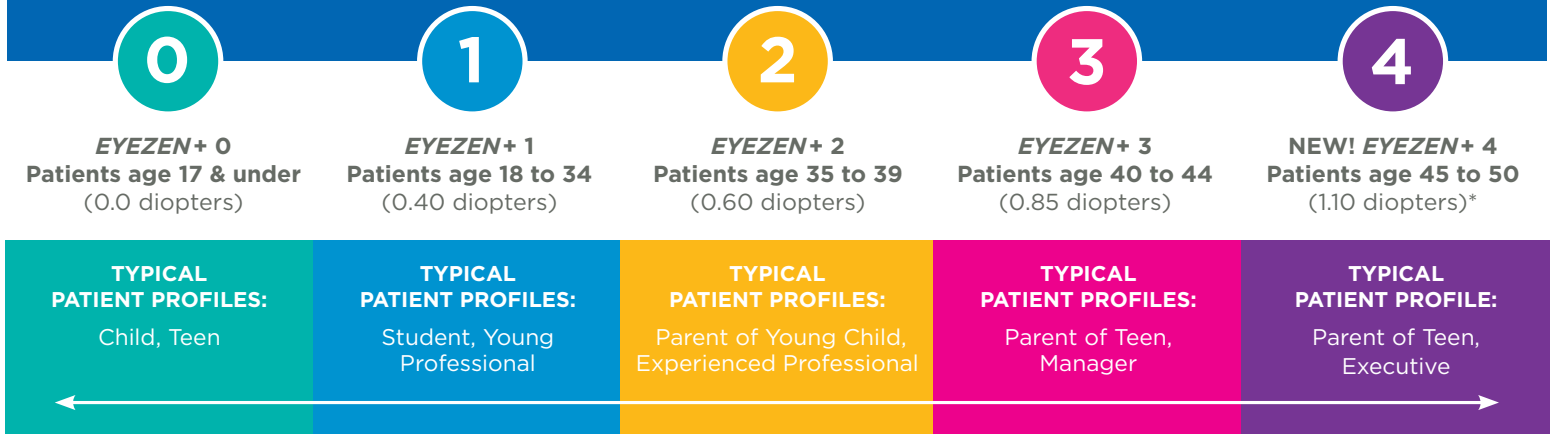
Eyezen+ lenses are a **more complete solution** to modern vision problems than ordinary single vision lenses

* For *Eyezen+* designs 1, 2, 3 and 4 containing accommodative relief.

** *Eyezen+* lenses block at least 20% of Harmful Blue Light, which is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

DISPENSER GUIDE: Fitting & Recommending

There are five unique Eyezen™+ lens designs, and the patient's age should determine which *Eyezen+* design is right for them. The difference between the designs is the amount of accommodative relief the patient will receive in the lens:



The recommended age ranges for each design are based on research. As always, it is up to the Eyecare Professional's discretion when choosing the appropriate *Eyezen+* design for their patient.



Eyezen+ lenses are fitted, ordered, and dispensed like a traditional single vision lens, except *Eyezen+* lenses also **REQUIRE FITTING HEIGHT**. Simply measure from the center of the pupil to the lowest point of the lens to acquire fitting height.

NEW *Eyezen+* 4 aims to extend the dispensing of single vision lenses to patients before they transition into presbyopia. It is an ideal solution to maintain strong relationships, as patients who understand the added value of an *Eyezen+* lens will be more inclined to a discussion about the strong benefits of a progressive lens.



*It is recommended you consider progressive lenses with your patients age 45-50.



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