

## RECOMMEND EYEZEN KIDS LENSES FOR BACK-TO-SCHOOL



Eyezen® Kids lenses are uniquely designed for children ages 6 to 12 years old. This new enhanced single vision lens takes into account essential children's parameters: their **morphology**, **object distance** and **gaze directions**, to provide them with a better all-around visual experience.\*

Eyezen Kids lenses also have a built-in blue light filter that helps reduce their exposure to Harmful Blue Light coming from light sources like the sun and digital devices.<sup>1</sup>



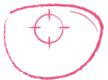
### Morphology

Children have different facial features than adults as they continue to grow that are not addressed with standard single vision lenses. *Eyezen Kids* lenses take into account children's distinct facial features by adapting the lens calculation to include children's standard measurements for Vertex, Pantoscopic Tilt, and Wrap Angle<sup>3</sup>.



### Object Distance

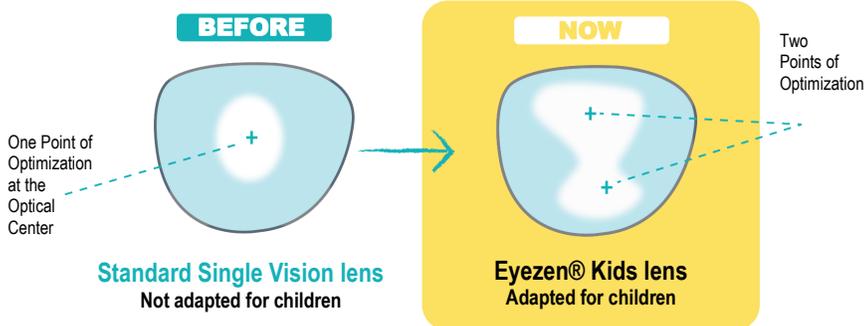
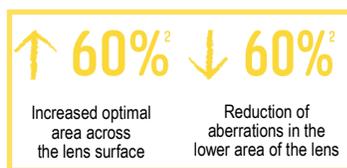
Children's stature and their arms are shorter than adults and therefore they look at objects at a closer distance. *Eyezen Kids* lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



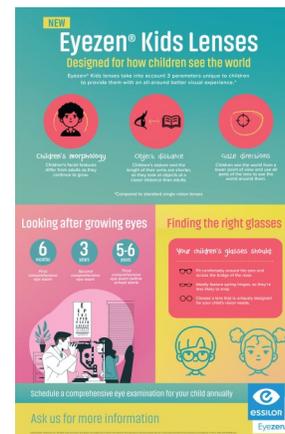
### Gaze Directions

*Eyezen Kids* lenses take into account that children are eye movers and use the upper part of the lens and the periphery more than adults. *Eyezen Kids* lenses are optimized in all gaze directions to provide the wearer the right power in all parts of the lens, not just at one central point.

The Eyezen Kids lens design utilizes two reference points (vs. one in a standard single vision lens) to provide optimal correction across the entire lens, maintaining the individual's prescription across a greater area of the lens surface.



White= Optimized area of the lens; Blue—Unoptimized area of the lens



Visit the Eyezen folder in our Document Center at [perferxprecision.com/library](http://perferxprecision.com/library) to download the new Eyezen Kids infographic as well as sales aid, consumer brochure and availability chart.

<sup>1</sup>Compared to standard single vision lenses. <sup>2</sup>Eyezen Kids lenses filter at least 20% of blue light, which is the high energy wavelengths found between 415- 455 nm on the light spectrum (blue-violet light). <sup>3</sup>Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D (≤2.00D). <sup>4</sup>Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.

## HELP YOUR COMMUNITY WITH CHANGING LIFE THROUGH LENSES®



### An Easy Way to Help People in Need in Your Community See Clearly

If you're looking for a way to give back in your community, consider holding a Changing Life through Lenses® (CLTL) Day.

Changing Life through Lenses Day is not one specific day. It's any day you choose to give eye exams to people in need and to use the Changing Life through Lenses program to provide glasses at no cost to the patient or your practice.

When you register your CLTL Day, you'll get access to free resources to help you plan and host your event including:

- A vision fest guide
- A checklist to help make sure you have everything you need before, during and after your event
- FREE glasses for charitable patients
- FREE marketing resources to promote your practice

Eye doctors in every state are using Changing Life through Lenses to provide life-changing vision care to people who otherwise wouldn't get it:

- 84% of ODs surveyed said Changing Life through Lenses moderately or significantly impacted their ability to start or expand their charitable efforts
- Nearly 50% said access to free glasses is the No. 1 benefit of the program

Looking for patients in need? Contact your local schools, including Title 1 schools, since they have a high number of low-income students who may not be able to afford vision care.

Mackenzie Weir, OD, has hosted two Changing Life through Lenses Days for children in her community. "Kids don't know to tell someone they're having vision problems; that's just the way they've adapted," she says. "Our whole practice donated their time to these events because we know that giving exams and glasses to kids in need can be really impactful."

Poor vision affects millions of people around the U.S. Visit Changing Life through Lenses to learn how to host a vision event and make a positive impact in your community.

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