

# The OPTO ZONE

Your Go-To 24-hour AR Uncut Lab

September 2022

## Recommend Eyezen Kids® Lenses for Back-to-School



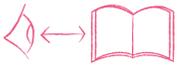
Eyezen® Kids lenses are uniquely designed for children ages 6 to 12 years old. This new enhanced single vision lens takes into account essential children's parameters: their **morphology, object distance** and **gaze directions**, to provide them with a better all-around visual experience.\*

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>



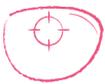
### Morphology

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.

↑ 60%<sup>2</sup> ↓ 60%<sup>2</sup>

Increased optimal area across the lens surface

Reduction of aberrations in the lower area of the lens

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.

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

\*Compared to standard single vision lenses. <sup>1</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>2</sup>Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D (≤2.00D). <sup>3</sup>Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.

## Are you Recommending a Back Up Pair for Children? Use your Pair 50 Benefit!

**Are you recommending a backup pair for your children patients?** Especially in the hubbub of back-to-school, kids may easily misplace their primary pair, or even damage them. Depending on their Rx, their visual capacity may be compromised while waiting for a new pair to be made. Pair 50 is a great program to leverage for parents who are concerned about the cost of that, often, critical backup pair for their children.

**If you haven't already, enroll at [Partnershiprewardsportal.com](https://Partnershiprewardsportal.com).**

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