

Sunburst Newsburst

November 2011

Sunburst Digital Revolution Promotion

Sunburst Optics is running a fantastic promotion on Varilux DRx lenses in the months of November & December called "Sunburst Digital Revolution". For this promotion you will receive \$10 cash back per pair of Varilux DRx lenses and an additional \$5 if ordered together with Crizal Avance. Plus, each order of Varilux DRx lenses earns an entry in a weekly drawing for a \$100 Visa gift card! In order to participate in this promotion, please contact your Sunburst Optics Sales Consultant or your Varilux brand sales consultant to attend a brief training on Varilux DRx lenses. You may also view this promotion on line at www.sunburstoptics.com.

The Varilux DRx brand of lenses includes:

- Varilux Comfort DRx

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Lab Talk with John George

*Don't Let Your Patients Hear It From
Lenscrafters!*

Lenscrafters has launched a nationwide marketing campaign focusing on digital technology using their ACCUFIT Digital Measurement System. Starting in September LensCrafters has put on a Television blitz with commercials about the benefit that digital technology offers eyeglass wearers. Their ACCUFIT Digital Measurement System is similar in nature to the Essilor VisiOffice and the Zeiss Iscripture in that they all take digital measurements of a patient's PD's, Pantoscopic Tilt, Wrap, Eye Rotation Center and much more. LensCrafters has engaged the use of digital technology and digital lenses and have put forth a massive marketing campaign to educate patients. Don't be left behind! Don't let your patients hear it from LensCrafters!

*Let your patients hear about Digital Lenses
from You!*

As the marketing efforts behind digitally surfaced lenses continue to grow so does patient awareness. Patients are hearing more about digital lenses and we want them to hear about digital lenses from the independent ECP first. Making patients

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- Varilux Comfort Short DRx
- Varilux Physio DRx
- Varilux Physio Short DRx

Zeiss PhotoFusion

PhotoFusion, the new self-tinting lenses from Zeiss, respond significantly faster to changing light than previous photocromic lenses offered by Zeiss. The secret is in the patented photo-active molecules that react in seconds to changing light conditions. PhotoFusion lenses were tested at COLTS Laboratories, one of the most reliable and trusted independent testing facilities, and here were some of their findings:

- PhotoFusion lenses both darken and fade noticeably faster than Transitions lenses, becoming darker and clearer more quickly.
- PhotoFusion lenses and Transitions lenses do not show significant differences in luminous transmittance when darkened (activated), faded (clear), or across temperature extremes.
- PhotoFusion lenses are virtually just as dark as Transitions lenses at even the hottest temperatures when activated.
- PhotoFusion lenses in every lens material-including hard resin-absorb 100% of both UVA and UVB radiation.
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PhotoFusion (Gray & Brown) is currently available in Plastic, Poly and 1.67 materials in the following lenses:

- Zeiss GT2 & GT2 Short
- Zeiss Individual (Progressive)
- Zeiss Individual (Single Vision)
- Zeiss GT2 3DV
- Zeiss GT2 3D & 3D Short
- Sola HDV
- Sola One HD
- Sola Compact Ultra HD
- AO Easy HD

PhotoFusion is a \$60 addition to their clear lens.

1.67 Polarized Multifocals

Kbco has introduced the first 1.67 polarized lens in a FT-28 Bifocal. In addition, Kbco has a 1.67 Polarized in a FT-35, 7x28 and 8x35. These lenses are available now and pricing can be found on our price list on our website

www.sunburstoptics.com

Employee Spotlight **Teri Phelps**

Teri Phelps joined Sunburst Optics in March 2011 as a Customer Service Representative. Teri came to Sunburst Optics with a tremendous amount of Optical experience that she obtained while working for LensCrafters in the state of Washington. Teri has been a fantastic addition to our team and brings an outstanding work ethic and great attention to detail. Please take the time to welcome Teri on board the next time you speak with her.

Optifog

Essilor of America is pleased to announce a new product category, a breakthrough technology against fog, called Optifog. Optifog offers patients superior anti-fog properties by utilizing a patented fog-free top coat. When paired with the Optifog Activator, lenses with Optifog offer unmatched durability against foggy vision. The first Optifog product offering is Crizal lenses with Optifog. This technologically advanced combination provides the incredible scratch, glare and dust protection you expect from Crizal lenses with the most durable anti-fog solution on the market.

- The Optifog does not have a Hydrophobic top coat. It is Hydrophilic coating.
- The surface of the Optifog Lens must have the Optifog Activator liquid put on it once a week for the full antifog effect.
- The Optifog is most like a Crizal Avance. It is durable, scratch resistant and antistatic like a Crizal Avance.

Crizal with Optifog has the same lens compatibility as Crizal Avance. Contact your Sunburst Optics Sales Consultant for more information. Pricing for Crizal with Optifog is listed on the Sunburst Optics price list which can be found on www.sunburstoptics.com.

aware of Digital lenses, and the benefits they bring, is extremely important for your practice. Patients want to be informed of the available options for lenses. It doesn't matter if the patient purchases a Digital lens. The important part is that the ECP is making them aware of the options and technology that is available. Your patients will appreciate the information you share with them.

20% Digital

20% of all progressive lenses that are dispensed today are digitally surfaced. This number has grown dramatically over the past 3 years (especially the past year). If 20% of the progressive you dispense are not digitally surfaced, please contact our great Sales Consultants who can provide your practice with information and great ideas on how to increase your digital sales.

Sunburst Optics now offers a full line of Single Vision Digitally Surfaced lenses. Here is a complete list of our offerings:

- Essilor Fit SV
- Essilor Eyecode SV
- Shamir Autograph SV
- Shamir Autograph Attitude SV
- Zeiss Individual SV

New Crizal Availability

Kodak and Crizal have announced a new partnership! Crizal coatings are now available on all Kodak lenses. Visit www.sunburstoptics.com to see a complete Crizal availability chart.

New Xtractive Lenses

Essilor and Transitions have announced the expansion of the Transitions XTRActive lenses product line. Effective November 8, 2011 ALL Varilux DRx Plastic and Polycarbonate lenses will be available in Transitions XTRActive Gray. Pricing for these lenses are on our price list and can be viewed on our website www.sunburstoptics.com.

The Varilux DRx brand of lenses includes:

- Varilux Comfort DRx
- Varilux Comfort Short DRx
- Varilux Physio DRx
- Varilux Physio Short DRx

Essilor and Transitions have also announced the expansion of the Transitions XTRActive lenses to include

All Essilor Ideal Progressives (Essilor Ideal, Essilor Ideal Short, and Essilor Ideal Advanced) in Plastic and Polycarbonate. Pricing for these lenses are on our price list and can be viewed on our website www.sunburstoptics.com.

Classified Ads

City Opticians in Syracuse, NY is looking for an OD to fill in for 2 days per week from the first week of January to the first week of April. The hours would be from 9:30 ó 4:15 and the days are negotiable. City Opticians has a professional and relaxed atmosphere with a great office staff. If interested please call Dr. Rob Sachs at (315) 422-6088.

Chemistrie Clips

Chemistrie Clips are a better version of clip on Sunglasses. Chemistrie is a patented lens layering system that utilizes magnets embedded in the lenses of prescription eyewear to attach lenses for sun protection. Chemistrie is a significant breakthrough over previous generation clip-on sunglasses. Because of the precise fit, Chemistrie wearers appear to be wearing sunglasses rather than clip on lenses. Specific improvements over old clip-on technology include:

- Chemistrie is custom made to fit almost every frame. The Chemistrie lenses are edged to match the exact shape of the prescription lenses.
- Chemistrie is offered in multiple base curves to match the curvature of the prescription lens providing a tight fit

and reduced glare.

- Chemistrie products are extremely lightweight. The specially made lenses are edged to a .8mm edge thickness. Unlike most clip-on lenses, Chemistrie lenses are rimless and attached using a lightweight titanium bridge.
- Chemistrie Sun lenses offer many more choices. The sun lenses are high quality polarized lenses and are available in 24 sun lens colors including 8 solids, 8 gradients and 8 mirrors. Additionally, many of the solid colors and all of the mirror and gradient lenses have an anti-reflective coating.

If you haven't seen a Chemistrie Clip please contact your Sunburst Optics Sales Consultant for more information.

