

See the World in High Definition
With ClarisHD (AR) Anti-Reflective Coating

ClarisHD AR Coating is specifically formulated for the LifeMADE® Collection of Lenses and today's high-tech Digital back surface progressive lenses.

ClarisHD benefits from the latest advancements in hydrophobic, oleophobic and anti-static technologies. So, your new lenses will repel fingerprints, dirt, dust, oil, lint and be protected from scratches resulting from everyday mishaps.

With ClarisHD every detail looks crisper and sharper. Its ultra thin, perfectly consistent titanium and silicon layer allows 99.99% light transmission, which means no annoying reflections from light bouncing off your new lenses. ClarisHD reduces both direct as well as indirect glare, so there's less eye strain.

Ask your eyecare professional which LifeMADE® lens is best suited for your lifestyle.



Adapted to Your Life

After many years of intensive research, we have developed the next generation, digitally fabricated back surface progressive lenses for presbyopic patients, such as you.

Presbyopia is a condition that affects most people when they reach the age of 40. It reduces your ability to focus on objects near and far which is why reading is more difficult and driving has become more dangerous. It's also why many people, around this age, start to wear progressive lenses. But until today, progressive lenses were designed to accommodate everyone. As a result, visual compromises had to be made.

LifeMADE® is the only collection engineered to specifically address your individual lifestyle and visual needs. Whether you are trying progressive lenses for the first time, have been wearing them a long time, or desire glasses that are better suited for work or driving, LifeMADE® has a solution for you.



THERE'S ALWAYS A FIRST TIME.

For new users of progressive lenses there's LifeMADE® Inicia. An advanced design, they are ideal for you if you are just trying progressive lenses for the first time. With the Rx fabricated on the inner side of the lens, closer to the eye, you adjust more quickly to them.

• **Quicker Adaptation Time**

The optimal ergonomic design featuring softer wider viewing zones, suits your routine eye movements making LifeMADE® Inicia more comfortable to wear and less likely to cause initial dizziness.



ALREADY WEARING PROGRESSIVE LENSES?

After studying and analyzing the visual patterns of hundreds of progressive-lens users, we identified the parameters that were common to the majority and designed a specific lens for people who have been wearing progressives for some time. LifeMADE® Expert is for you.

• **Clearer & Wider Vision**

We have widened each of the viewing zones (near, mid, and distance) and concentrated any blurriness, inherent to all progressive lenses, into non-viewing areas.



WHAT'S YOUR JOB?

Every job is different. Working as a nurse is not the same as working at a computer all day. Each job requires your eyes to focus for longer periods of time at specific distances.

• **Greater On-The-Job Comfort**

All blurriness, inherent to all progressive lenses, is concentrated in whichever viewing zone you don't normally focus through. This allows us to widen the viewing zones you most often use.



MORE CONFIDENCE WHILE DRIVING.

When driving, you need perfect distance vision to see the road clearly. You also need clear mid vision to keep an eye on the gauges without making awkward head movements. Keep a pair of LifeMADE® Drive in your car.

• **Feel Safer**

By having only two viewing zones, mid and distance, and placing any blurriness, inherent to all progressive lenses along the side, there's no visual compromise.