

Tips for Dispensing Lenses Made from Trivex™ Material

INTERVIEW TECHNIQUES

Lenses made from *Trivex* material are an excellent choice for nearly every lens wearer. Eyecare professionals can be more successful in conveying the features and benefits if they establish the patient's needs by asking the right questions during a lifestyle interview. Tying the answers to these questions to each patient's lifestyle can help eyecare professionals relate the benefits of lenses made from *Trivex* material – clear vision, protection, and comfort – directly to the needs of the patient, making them more relevant.

Here are some tips to help you convey the value of these lenses to your patients.



Crisp and Clear for Sharp Vision

Every patient wants to see clearly day and night in any situation. Lenses made from *Trivex* material are virtually free from color aberration and have a high light transmittance providing crisp and clear vision. To bring this point home, ask your patients the following:

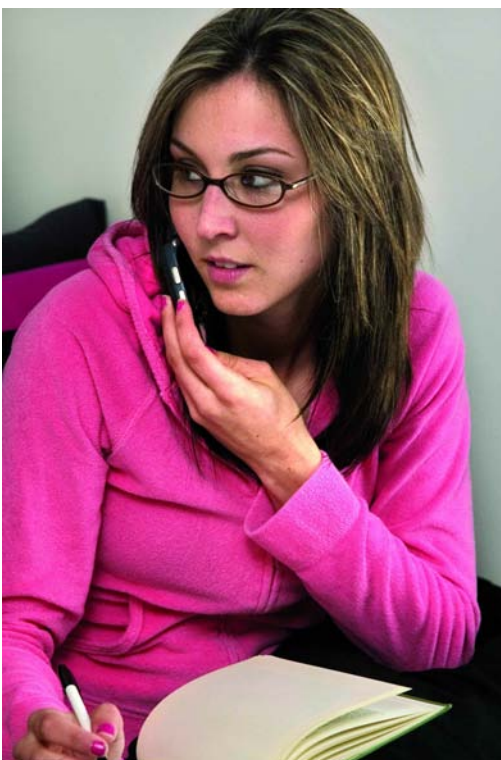
- “Do you use a computer at work?”
- “Do you drive on a regular basis?”
- “Would it bother you if your vision was slightly distorted along the periphery of your lenses?”
- “Would you like to hear about a new lens material that provides the clearest, sharpest vision for your prescription?”



Strong and Safe for Protection

Patients want to protect their eyes in any situation, whether engaging in outdoor leisure activities or even just working around the house. Lenses made from *Trivex* material are strong and safe, providing the maximum protection from impact, chemicals and UV rays. To bring this point home, ask your patients the following:

- “What activities do you participate in at home, at work or during leisure time that might potentially cause a trauma or chemical exposure to your lenses?”
- “Do you spend time outdoors in the sun during work or leisure activities?” and “If you protect your skin from UV rays, why not your eyes?”
- “Has anyone in your family ever been diagnosed with cataracts?”
- “Would you like to consider the benefits of a lens material that protects you from UV, impact and chemicals?”



Light and Thin for Comfort

Every patient wants to wear the most comfortable pair of glasses available. Lenses made from *Trivex* material are lightweight and can be made very thin, making them not only comfortable, but also aesthetically pleasing in any type of frame. To bring this point home, *ask your patients the following:*

- “Do your eyeglasses feel heavy, uncomfortable or slide down your nose?”
- “Would you like to obtain the thinnest and lightest plastic lenses in your new frame?”

PERSONALIZING THE MESSAGE OF BENEFITS

With all of the desirable features of *Trivex* lens material, recommending lenses made from it is a pretty easy task. Even so, every patient will selectively be interested in the features that directly benefit their lifestyle. Because of this, it is best to fine-tune your discussion to the lifestyle aspects most important to the patient sitting in front of you. Here are some points to hit for various patient types.

Kids, 'Tweens & Teens



Sharp Vision

Children's eyes are still developing, so having lenses that provide sharp, clear optics is a must to ensure vision develops to its fullest potential. All school age children need the sharpest, crispest vision possible to make school work easier and playtime more enjoyable.

Protection

Because children's eyes (up to the age of eighteen) are exposed to approximately 80% of the total lifetime exposure to UV light, you will want to emphasize how important it is to have the 100% UV blockage provided by lenses made from *Trivex* material. Children are also naturally more pre-disposed to UV damage due to the amount of time they spend outdoors.

When speaking with the parents of kids, 'tweens and teens, be sure to emphasize the excellent impact capabilities of lenses made from *Trivex* material. Ask parents if they provide their child with the proper sports equipment, such as a helmet for bike riding, to help them understand that buying lenses made from *Trivex* material is like buying a protective piece of sports equipment, or applying sun lotion. Mention too that lenses made from *Trivex* material pass the most stringent optical industry standards and are recognized by the ophthalmic industry as well-suited for children.

Comfort

Another aspect of lenses made from *Trivex* material that parents will appreciate is its light weight. "Did you know that the bridge of your child's nose is still developing?" is a good open-ended question for parents with little ones. "By using these very lightweight lenses, your eyeglasses will be as comfortable as possible" is something every parent wants to hear about their child's new eyewear.



Active Adults

Sharp Vision

Busy, active adults will find the crisp and clear optics in lenses made from *Trivex* material to be just what they need at the office, on the road, or during their leisure pursuits. People who are on the go can do without minor annoyances, like color blur in their vision. The clear optics that *Trivex* material provides is an excellent benefit for progressive lens optics and other multifocal lenses, so patients don't have to fear the same non-adapt issues that are often associated with these designs.

Protection

Possible scenarios for eye injury are numerous; and asking questions about the need for impact resistance will unearth the patient's potential for encountering eye hazards. Driving, playing sports and even enjoying leisure activities in and around the home can result in accidents.

Comfort

Active people will appreciate the comfort and light weight lenses made from *Trivex* material offer, especially when they are involved in rigorous activities. Busy, active adults also appreciate convenience, which makes them good candidates for the photochromic lens options available in *Trivex* material with Transitions® Lenses. One pair can be used for all indoor and outdoor activities.

Many presbyopes are first-time eyeglass wearers. They may be apprehensive that their vision will be compromised by their new lenses. The thinner, lighter lenses that are made from *Trivex* material can help them feel comfortable and confident as they adapt. They may also have apprehension that their vision will be compromised by their new lenses. Given the broad range of frame designs from which to choose, patients also benefit from the ability to select nearly any frame, and style-conscious presbyopes do not have to sacrifice fashion for function.



Seniors

Sharp Vision

Seniors will also appreciate the excellent optics these lenses provide and variety of multifocal designs. Seniors experience a “dimming” of vision as they get older due to aging factors. That’s one reason why starting with highly clear lenses made from *Trivex* material will be well appreciated

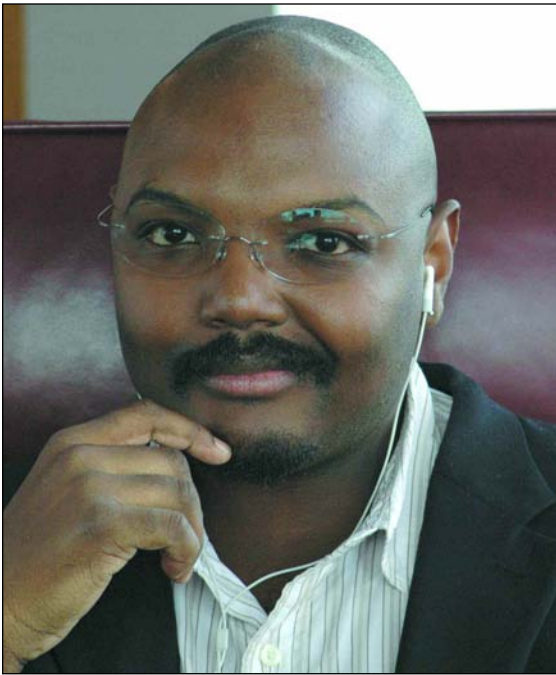
by them. The crisp, clear and sharp optics of these lenses is just what the doctor ordered for seniors, too. And when it comes to multifocal options like long and short corridor progressive designs and segmented options like Flat-Tops, you’ll find a full array of products to choose from with all the popular lens options seniors find useful like anti-scratch coating, anti-reflective coating and *Transitions* gray or brown.

Protection

Seniors are also excellent patients with which to discuss the 100% UV blockage of lenses made from *Trivex* material because of their increased risk for age-related eye diseases. Explaining the benefits and the overall value this protection can provide for their eye health will help them to make an educated decision.

Comfort

Seniors welcome products that provide comfort and simply need to be educated about the merits of lenses made from *Trivex* material. “Did you know that as we age, the skin on our noses become thinner and more sensitive to weight?” and “Do your glasses ever feel heavy or uncomfortable?” are two questions that can help eyecare professionals to approach seniors about lenses made from *Trivex* material.



Rimless Wearers

Sharp Vision

Rimless mountings afford an unrestricted view of the world. Lenses made from *Trivex* material optimize rimless designs with crisp, clear optics that enable wearers to enjoy sharp vision. If it's that "barely there" look you're after, the edges of lenses made from *Trivex* material polish to a beautiful sheen for a lustrous appearance.

Protection

With the popularity of rimless eyewear has come a unique set of challenges; and many eyecare professionals have encountered disappointed patients who have had their lenses crack or fracture. Not only is this situation frustrating to the patient, it is also difficult and costly to the eyecare professional. An effective way to avoid this problem is to use lenses made from *Trivex* material. Given the exceptional impact- and chemical-resistant features of the material, lenses made from *Trivex* material are extremely durable and tough enough to withstand the stress associated with rimless eyewear.

Comfort

Style-conscious patients who choose lenses made from *Trivex* material for rimless eyewear won't have to sacrifice cosmetics for comfort. The lenses are thin and lightweight, helping patients feel comfortable and confident in their fashionable eyewear.