

Kodak PowerUp Lens

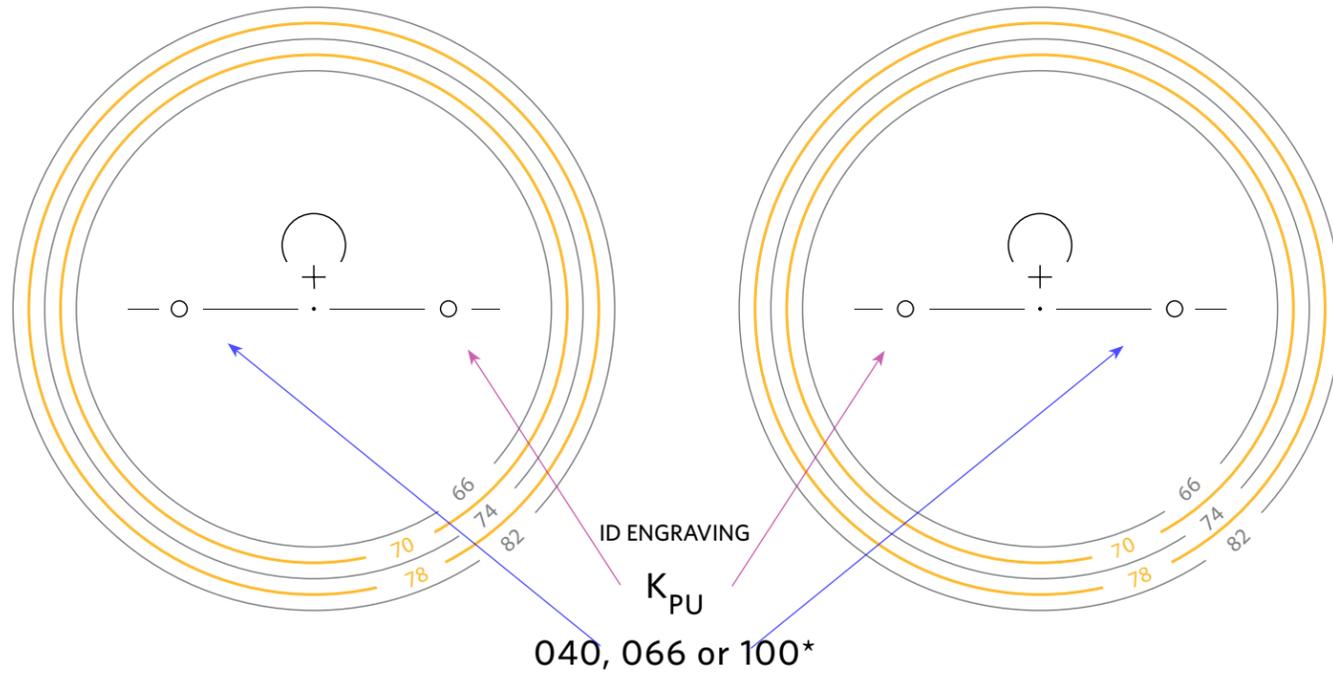
DISPENSING

Kodak PowerUp Lenses are fitted, ordered and dispensed like a single vision but require monocular PD and fitting heights. A minimum fitting height of 14mm is recommended.

Train the patient on how to locate the boost power in the reading zone of their new eyewear.

FINISHING

Kodak PowerUp Lenses should be blocked and finished like a progressive lens for proper boost placement.



NOTE: Prism may be added to Kodak PowerUp Lenses up to 5.00D in any direction.



ALL DAY COMFORTABLE VISION



See the **Colors** of Life®

Kodak LENS

Signet Armorlite, Inc.
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Kodak
PowerUp Lens



A DIGITAL REALITY

As the use of digital devices increases, eyecare professionals are hearing these complaints from patients of all ages:

- » Dry and tired eyes
- » Eye strain and blurred vision
- » Headaches

The constant focusing on a near-distance device screen is one of the main culprits. And these complaints will continue to grow as we depend more and more on technology.



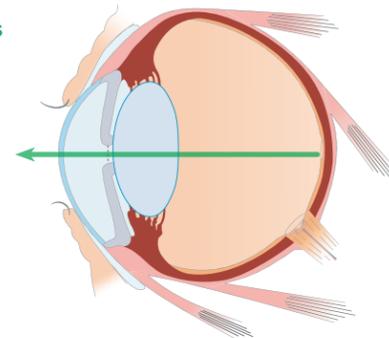
DIGITAL EYE STRAIN/COMPUTER VISION SYNDROME (CVS)

Digital Eye Strain or CVS, include eye discomfort and vision problems resulting from prolonged viewing of computer monitors, tablet and smartphone digital screens.

- » 65% of American adults reported having symptoms of digital eye strain¹
- » More than 83% of Americans report using digital devices for 2+ hours/day¹

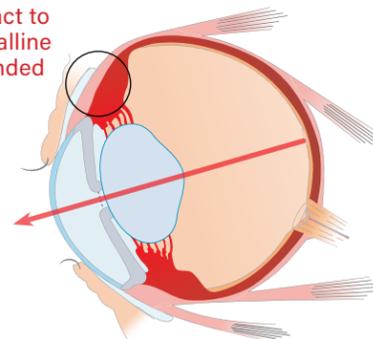
NEAR-VIEWING STRESS ON THE EYE

Ciliary muscles



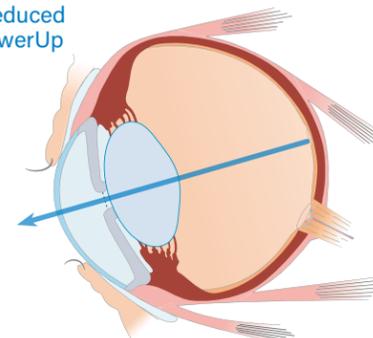
For distance viewing, the ciliary muscles are relaxed.

Muscles contract to make the crystalline lens more rounded



For near-vision accommodation, ciliary muscles are contracted. Over time, this can cause fatigue and eye-stress.

Requirement for muscles to contract is reduced with Kodak PowerUp Lens



The boost from Kodak PowerUp Lenses reduces the need for accommodation and the symptoms of muscle fatigue diminish.

OPTIONS

To reduce digital eyestrain, the most logical step is to reduce the time spent using digital devices. However, in today's highly digital environment, that is not an option.

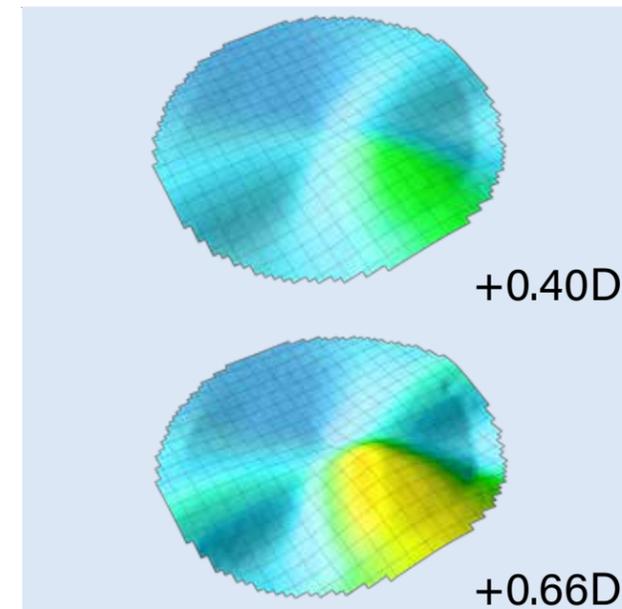
Patients need a lens that provides a boost to keep their eyes as fresh by the end of the day as when they opened a laptop or turned on a smartphone at the beginning of the day.



A LENS SOLUTION

Kodak PowerUp® Lenses offer:

- » Targeted vision support for extended digital device usage
- » Advanced technology, simplified



MULTIPLE BOOST LEVELS

Kodak PowerUp Lens simplifies dispensing by offering various levels of powering up the reading area.

- » LOW POWER = +0.40D boost
- » MORE POWER = +0.66D boost
- » MAX POWER = +1.00D boost*

PATIENT BENEFITS

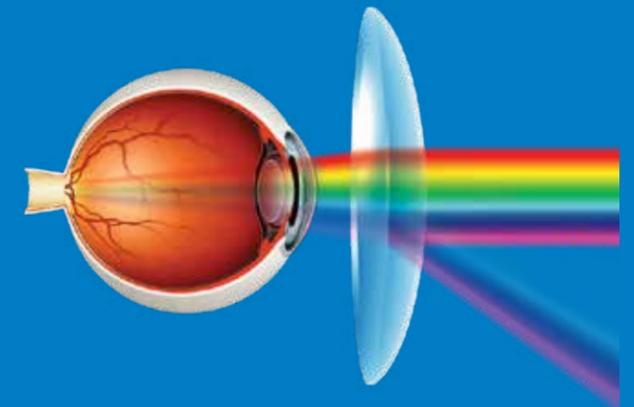
The Kodak PowerUp Lens low power option provides just enough magnification in the reading area to take the burden off the eye muscles when focusing on up-close digital devices.

Pre-presbyope adults benefit from the next boost levels to comfortably end their work day and still enjoy their personal devices. As an added benefit, utilizing a power boost in the reading area of their eyewear will prepare them for easier adaptation to a progressive design later on.

GLARE AND BLUE LIGHT FILTRATION

Visual discomfort and stress increases when the eye muscle convergence strain is compounded by high energy blue light emissions and glare from close-up device screens.

To protect against the added stress, always recommend anti-glare and blue light filtering options. Kodak PowerUp Lenses are compatible with all major anti-reflection brands and available in Kodak Total Blue Lens.



Kodak Total Blue Lens is a hybrid of special lens material and AR coating that reduces glare, blocks 100% UV and filters up to 80% of harmful blue light wavelengths between 380-440nm.

Visit www.signetarmorlite.com for more information.

Watch the Kodak Total Blue Lens demo video on YouTube.

¹The Vision Council, 2015 survey
*Check with your lab for availability.