



TECHSHIELD[®] ANTI-REFLECTIVE COATINGS

DISPENSING GUIDE

techshield[®]

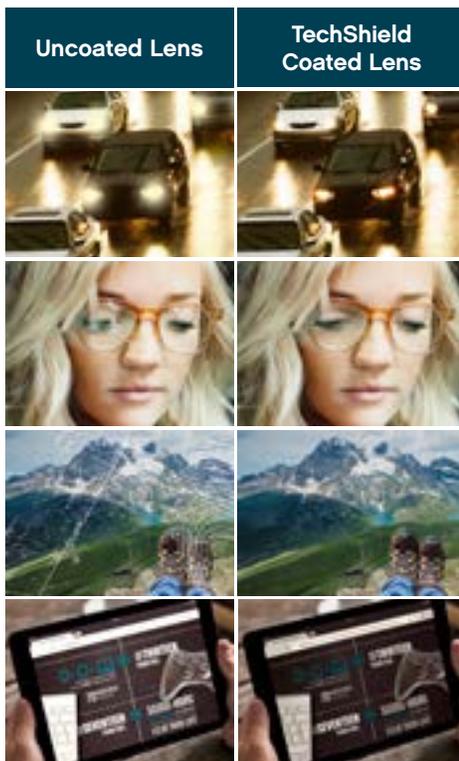


EASY TO UNDERSTAND
EASY TO DISPENSE
EASY TO RELY ON



SIMPLIFY YOUR AR SOLUTION

Helping your patients see and look their best shouldn't be complicated. TechShield Anti-Reflective (AR) Coatings deliver exceptional visual performance and cosmetic appearance in four **easy-to-understand, easy-to-dispense, easy-to-rely-on** lens enhancements.



TECHSHIELD >

Exceptional visual performance in an attractive base enhancement.

TECHSHIELD PLUS >

Superior visual performance and aesthetics with added durability.

TECHSHIELD ELITE >

Ultimate visual performance, cosmetic appearance, durability, and cleanability.

TECHSHIELD BLUE >

Targeted blue light defense in a next-generation AR coating.

EASY TO RELY ON

Rest easy knowing your AR recommendation delivers long-lasting, exceptional performance. In independent testing, TechShield Anti-Reflective Coatings **outperformed the industry-leading AR coating for scratch resistance**, while receiving "excellent" grades for glare and reflection reduction, cleanability, oil and water resistance, and UV protection.*

"It's so refreshing to find a product that's not only easier for our team to dispense but also easier for our patients to understand. And the performance speaks for itself. I'm completely confident when we recommend TechShield that our patients will come back with a smile instead of a redo."

Katherine K., OD, Dallas, Texas

*ISO standard Bayer rating tests were conducted by an independent analytical laboratory in order to compare TechShield AR to the industry leading anti-reflective coating. Coating properties/attributes such as scratch-resistance, cleanability, adhesion, and durability were analyzed. TechShield AR received overall superior scores to the leading anti-reflective coating.

PRODUCT REFERENCE GUIDE

Refer to this simple product performance guide to make dispensing even easier.

Benefit	Technology	TechShield	TechShield Plus	TechShield Elite	TechShield Blue
Glare Reduction	Anti-reflective Technology	✓	✓	✓	✓
Scratch Resistance and Durability	Front-side Hard Coat	✓	✓	✓	✓
	Double-sided Integrated Hard Coat		✓	✓	✓
Cleanability	Super-Oleophobic			✓	✓
	Hydrophobic	✓	✓	✓	✓
Backside UV Protection	UV _r Technology	Optional	Optional	Optional	✓
Blue Light Reduction	Blue Light Reduction Technology				✓
VSP® Coating Category		B	C	D	D
VSP Option Code		QN	QT	QV	QV
UV _r Option Code		BV	BV	BV	BV
Coating + UV _r Code		QN+BV	QT+BV	QV+BV	QV+BV

NEAR-LIMITLESS AVAILABILITY: TechShield Anti-Reflective Coatings are available on all lens brands and materials unless otherwise specified by the manufacturer.

2-YEAR WARRANTY: All TechShield Anti-Reflective Coatings are backed by a two-year warranty against scratching, peeling, and crazing under normal use.*

*Lenses that are abused, extremely scratched, chipped, broken or damaged are not covered under this warranty.

EASY TO CUSTOMIZE

In addition to offering patient-specific benefits across the portfolio, TechShield, TechShield Plus, and TechShield Elite also offer additional personalization with optional backside UV protection. While UV protection is highly recommended, it's not for everyone. Now you and your patients have the freedom to decide.

DISPENSING CHECKLIST

Follow these simple steps to help your patients see the value of enhancing their lenses with TechShield Anti-Reflective Coatings.

Wear what you recommend.

Your personal success stories with a product carry as much, if not more weight with your patients than anything you'll read from a technical sheet.

Demonstrate the difference.

Almost 95% of patients don't know AR coatings improve the way they look in their lenses.* Simply showing a pair of lenses with AR and a pair without AR is often the only convincing a patient needs. A TechShield AR demo lens works great for this purpose.

Leverage the lifestyle benefits.

AR coatings offer specific benefits for almost any lifestyle. Highlight these benefits with your patients. A questionnaire can be a big help assessing lifestyle needs.

Speak to the safety features.

Better vision at night, especially behind the wheel, is a big draw for patients on the fence about adding an AR coating.

Educate on visual improvement.

Nearly 85% of patients don't know that an AR improves their overall vision.* Making them aware gives them another reason to add an AR coating.

Demonstrate the cleanability.

Use your demo lens and pen to show how TechShield AR repels surface marks and smudges, making it easier to clean.

Highlight the value of enhancing...or the cost of not.

Explaining that a good AR can extend the life of their lenses, and save them money in the long run, can be awfully convincing for cost-conscious patients.

Instill confidence in their decision.

Remind your patients that TechShield AR Coatings are backed by a two-year warranty to remove any anxiety about their purchase.

Learn more at TechShieldAR.com

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