



NEW PRODUCT FROM ESSILOR  
**Ideal Advance, Ideal Short & Ideal**  
Available August 4, 2009

Essilor **Ideal Advance(17mfh)**: *takes Back side Progressive Lens Design to a New Level of Superiority*

- Tailors the Lens Design to Individual Rx requirements
- Provides a Symmetrical Soft design that Relocates Astigmatism
- Uses a Patented Visual Acuity Booster
  - Available with or without AR coating
  - Add Range 75-350 in all available materials
  - Plastic
  - Plastic Transitions Gray & Brown
  - Poly
  - Poly Transitions Gray & Brown
  - 1.67 index
  - 1.67 Transitions Gray & Brown
    - -8.00 to +6.00 Sphere Range to a -4.00 cylinder

Essilor **Ideal Short (14mfh)**: *a Technologically Superior Full Back side Design for Smaller Frames*

- Patented Lens design backed by Essilor's Superior Optics for smaller frames
- Provides a Symmetrical Soft design that Relocates Astigmatism
- Employs a back side optics Equalizer
  - Available with or without AR coating
  - Add Range 75-300 in all available materials
  - Plastic
  - Plastic Transitions Gray & Brown
  - Poly
  - Poly Transitions Gray & Brown
  - 1.67 index
  - 1.67 Transitions Gray & Brown
    - -8.00 to +6.00 Sphere Range to a -4.00 cylinder

Essilor **Ideal (17mfh)**: *Digitally Engineered for Effortless Vision*

- Optimizes Vision with Wider corridors and Reduced Eye strain
- Provides a Symmetrical Soft design that Relocates Astigmatism
- Employs a back side optics Equalizer
  - Available with or without AR coating
  - Add Range 75-300 in all available materials
  - Plastic
  - Plastic Transitions Gray & Brown
  - Poly
  - Poly Transitions Gray & Brown
  - 1.67 index
  - 1.67 Transitions Gray & Brown
    - -8.00 to +6.00 Sphere Range to a -4.00 cylinder