



A Guide for Eye Care Professionals

Superfocus are the world's only eyeglasses which mimic the dynamic focusing action of the youthful human eye, providing the perfect focus for every distance – near, far or anywhere in between. Now your patients can enjoy clear, undistorted vision throughout the entire field of view without any blurry zones or lines.

The truly revolutionary technology of these accommodating glasses requires a new type of conversation with patients – a conversation largely focused on functionality over style, form over fashion. This brief guide aims to help you help your patients in evaluating whether Superfocus are right for them.

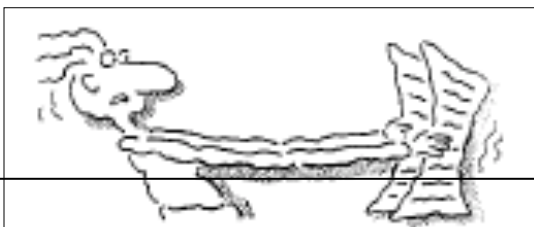
"I can honestly say that TruFocals have improved the quality of my life."

- Doug Drexler, Academy Award-winning illustrator

The Superfocus Patient

The vast majority of people over 50 who wear glasses or contacts find that Superfocus glasses give them back a quality of vision that they had thought was gone forever. Superfocus users come from all walks of life, but they share one thing in common – a demand for excellent focus at all distances in their work and pleasure. Enthusiastic early customers cover a wide socio-economic spectrum (from Nobel laureates to bus drivers) and a broad range of professions/hobbies (pilots, photographers, computer programmers, architects, financial analysts, doctors, professors, filmmakers, engineers, executives, golfers, lawyers, musicians, tennis players... anyone you can imagine).

Patients whose daily tasks include significant use of intermediate and near focus should be considered strong prospects for Superfocus. The same is true for presbyopes with active lifestyles including retired seniors, who find that Superfocus glasses give them more versatility than "fixed-focus" glasses, and allow richer enjoyment of outdoor activities like golf or tennis.



us Guide

US Rx Presbyopes:

- 65 million patients
- 29 millions glasses sold

Who Among Your Patients Could Benefit From Superfocus?

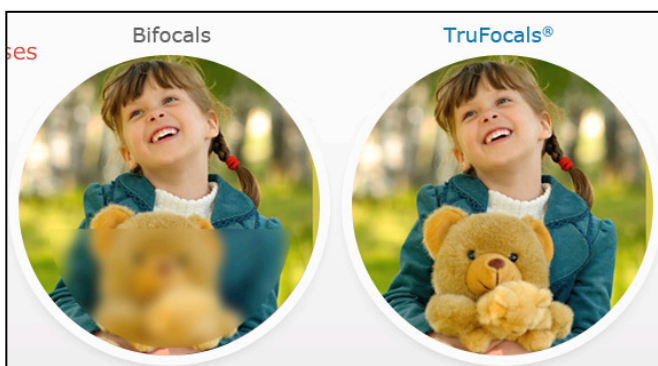
Your lifestyle intake form can identify those individuals most likely to benefit from adjustable focus glasses. You'll also recognize those patients with frequent complaints about their current glasses, including those with sore necks, headaches or nausea from craning to see through small bifocal/progressives zones or the blurriness between them.

Non-Adapts These customers are frustrated with the choices they have for improving their vision, and find enormous limitations with bifocals, trifocals and/or progressives. These people might currently be making do with multiple pairs of single vision glasses, as distortion-free vision is very important to them. They refuse to compromise with multi-focal glasses, and have taken to carrying several pairs of glasses everywhere they go.

Reluctant Adapts These people wear progressives or bifocals, but only because they know of nothing better. Like non-adapts, many of them are subject to suffering from motion sickness.

Fluctuating Vision People who suffer from fluctuating vision (such as Diabetics and Dry Eye sufferers) enjoy being able to "tune" their glasses as their vision changes over the course of the day.

Emerging Presbyopes This segment of the population does not easily accept the need for multi-focal eyeglasses and many resist the commitment. They do not want to admit the fact that their body is aging, and may prefer a solution like Superfocus. Since they have a low add requirement, they will easily adapt to Superfocus because they can find a mid-position setting that gives them good close and distance vision for most occasions.



Key Things to Know About Superfocus

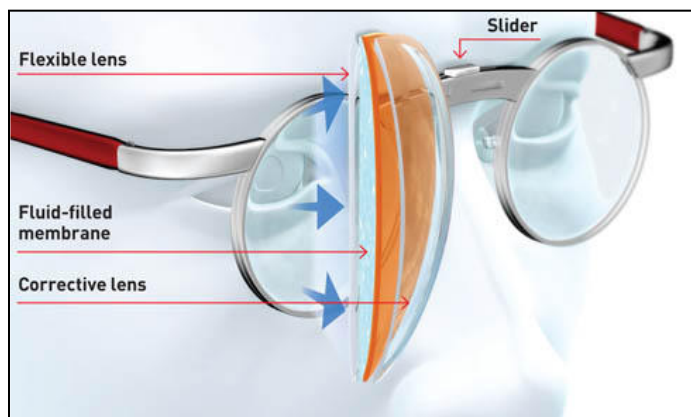
We Insist on Providing the Best Vision Possible

The lens in your eye is round, as are camera lenses. The focusing areas in Superfocus are also round to give your patient the best possible vision. Our world-class design firm created an iconic look that fits within very tight design parameters. While the Superfocus style may not be

for everyone, our on-demand, full-field, razor sharp vision is for everyone. Superfocus simply provide better quality of vision than you can get anywhere else.

Superfocus are Different than Other Glasses

Some of our happiest customers had been looking for an alternative to progressives, bifocals & trifocals for a long time before they found Superfocus. Superfocus offer an improved quality of life with full field clarity. Focusing on a computer and reading a newspaper is simply easier with Superfocus.



More Versatile than Ever!

With Superfocus' magnetically-attached front Rx lenses, the customer can buy additional lenses from you, including photochromic lenses and a selection of six different tinted lenses. It gives your customers more flexibility with a single pair of glasses than ever before.



High Tech and Just as Durable as the Rest

Superfocus glasses are designed to last for years, and are made to be as robust as any other type of glasses that you sell. We guarantee them against defects for a full year. Our front lenses are made of hi-index ophthalmic resin with scratch-resistant A/R, and smudge-resistant coatings. State-of-the-art laser welding ensures strong, lightweight construction and the hypo-allergenic stainless steel super frame completes this high-quality package.

Your Customer's Satisfaction is Guaranteed, with No Risk

When your patients try Superfocus with their own prescription, they begin to experience what our glasses can do for them, and become "addicted" to the vision they provide. That is exactly why you should encourage your customers to try our product, risk free, for 30 days. If for any reason, they do not love the experience they get please have them return everything for a full refund. There is No Risk to You Either! If your customer feels that Superfocus is not for them, we will not leave you stranded. Just return them to us in good condition within the 30 day trial period, and we will provide you with a full credit. We will also cover one re-do, if for any reason the lens is not accurate for your customer. We also cover shipping so there are absolutely no hidden fees.

We Want Customers to Purchase through Your Practice

Some customers may ask if there is any benefit to purchasing Superfocus glasses directly from us. We encourage people to purchase through the eye care professional that they know and trust, and do not provide any incentives for customers to do otherwise. In fact, if customers bring in a coupon from an ad we may have run, you may enter that coupon code yourself to provide them with the same deal! Finally, when customers go to our website we direct them your way, with a prominent listing of your practice.

We look forward to working with you to improve the way your patients see.