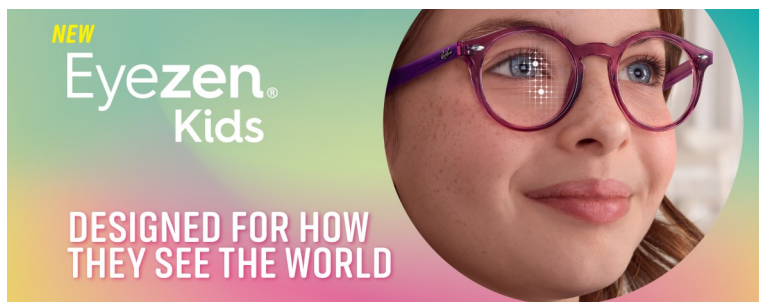


## Recommend Eyezen Kids® Lenses for Back-to-School



Eyezen® Kids lenses are uniquely designed for children ages 6 to 12 years old. This new enhanced single vision lens takes into account essential children’s parameters: their **morphology**, **object distance** and **gaze directions**, to provide them with a better all-around visual experience.\*

Eyezen Kids lenses also have a built-in blue light filter that helps reduce their exposure to Harmful Blue Light coming from light sources like the sun and digital devices.<sup>1</sup>



### Morphology

Children have different facial features than adults as they continue to grow that are not addressed with standard single vision lenses. *Eyezen Kids* lenses take into account children’s distinct facial features by adapting the lens calculation to include children’s standard measurements for Vertex, Pantoscopic Tilt, and Wrap Angle<sup>3</sup>.



### Object Distance

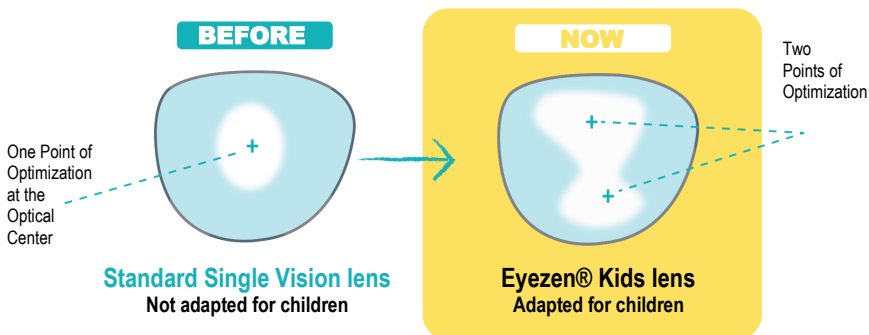
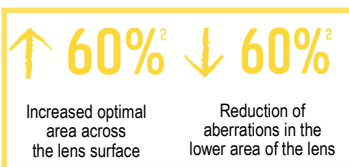
Children’s stature and their arms are shorter than adults and therefore they look at objects at a closer distance. *Eyezen Kids* lenses optimize design calculation to include a near vision distance of 10 inches vs. 16 inches for adults.



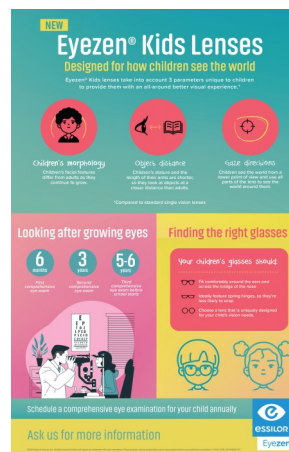
### Gaze Directions

*Eyezen Kids* lenses take into account that children are eye movers and use the upper part of the lens and the periphery more than adults. *Eyezen Kids* lenses are optimized in all gaze directions to provide the wearer the right power in all parts of the lens, not just at one central point.

The Eyezen Kids lens design utilizes two reference points (vs. one in a standard single vision lens) to provide optimal correction across the entire lens, maintaining the individual’s prescription across a greater area of the lens surface.



White= Optimized area of the lens; Blue—Unoptimized area of the lens



Visit the Eyezen folder in our Document Center at [interstatelabgroup.com/library](http://interstatelabgroup.com/library) to download the new Eyezen Kids infographic as well as sales aid, consumer brochure and availability chart.

<sup>1</sup>Compared to standard single vision lenses. <sup>2</sup>Eyezen Kids lenses filter at least 20% of blue light, which is the high energy wavelengths found between 415- 455 nm on the light spectrum (blue-violet light). <sup>3</sup>Internal measurements versus an Essilor standard SV lens on a range -6.00D to +5.00D (±2.00D). <sup>4</sup>Based on Essilor examination and measurement of the eye head coordination in 169 children aged between 6-14 years old.

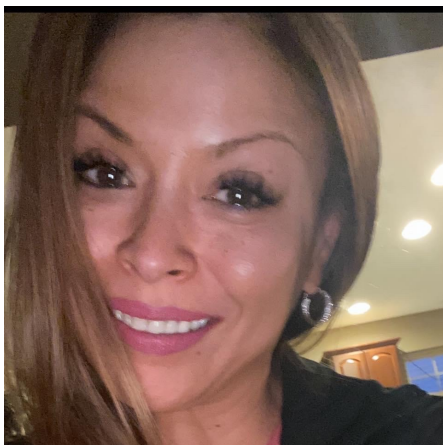
## Helpful Tips & Tricks: Interstate Supplies Frames!

### Did you know?

Interstate supplies many frames, including styles from Eyewear by ROI, Zyloware, Eyewear Designs, and more! Save yourself time and expedite your Rx orders by having us supply the frame!

Call your Interstate Lab Group account executive for more information about the frame collections we supply.

## Meet The People Who Make Up the Interstate Team!

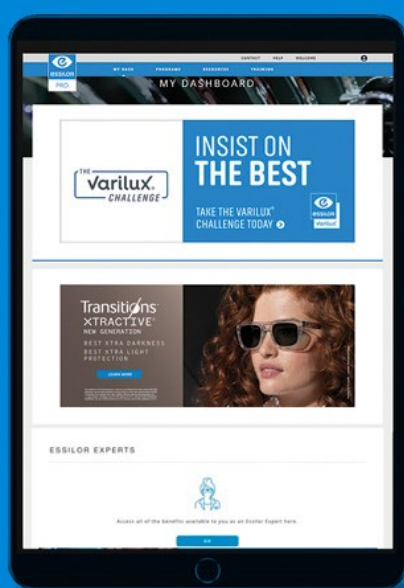


Interstate Lab Group is pleased to welcome Diana Stone as our new Director of Sales. Diana started her optical career in customer service and worked in every area on the lab side, most recently in sales and sales management. An optical veteran, having been part of the industry for 22 years, Diana's focus continues to be on building long lasting relationships with customers by understanding their needs and providing customized solutions.

In her free time, Diana loves to read and learn new things! She especially loves spending time with her family.

We are happy to have Diana as a valued member of the Interstate Team and she looks forward to getting to know our customers!

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