

## FAREWELL TO BRIAN



It is with great sorrow that I am announcing my retirement from Advance Optical. It has been a great pleasure to have worked with all of you for the past 21 years. The relationships and friendships that I have fostered through my career at Advance will remain very close to my heart forever. My family and I have decided to get away from the snowy winters of western NY, and we are moving to North Carolina.

I am pleased to announce my replacement is Elaine Kleehammer. Elaine has been with Advance for 6 years and has had over 30 years of optical and business experience before coming to join our team. She is a New York State licensed optician and previously owned and ran her own lab before coming to Advance.

I am confident that the dedicated team here at Advance will continue to provide you and your patients with the best quality products and services that you have come to expect over the past 99 years.

## WORLD SIGHT DAY IS THURSDAY, OCTOBER 14TH, 2021



October 14th, 2021 is World Sight Day --an annual day of awareness and action and an important advocacy and communications opportunity for the eye health community. It's a call for the global optometric community to come together to create a world where everyone can see, no matter who they are or where they live.

There are more than 1 billion people around the world who are blind or vision impaired because they don't have access to an eye exam and a pair of glasses. This includes millions of children whose futures depend on the vision correction they need to learn at school.

This World Sight Day, let's find the solutions to ensure that everyone, everywhere has access to sight.

The theme for 2021 is #LoveYourEyes. #LoveYourEyes is all about being aware of your own eye health and if you are able to, get a sight test or recommend others do the same.

Let's pledge to spread the message of #LoveYourEyes.

**TRANSITIONS® XTRACTIVE® NEW GENERATION LAUNCHING OCTOBER 13TH**

Essilor is launching two new break-through product in **Transitions® XTRActive® new generation** and **Transitions® XTRActive® Polarized™** lenses with cutting-edge photochromic technologies. The **Transitions® XTRActive® new generation** will launch on October 13th. The **Transitions® XTRActive® Polarized™** *will not be launching at the same time* but is coming soon.



**Transitions XTRActive new generation** lenses provide the best extra darkness and the best extra light protection in the clear-to-dark photochromic category. **They achieve up to a 35% faster fade back speed<sup>1</sup> than the prior generation and category 2 level darkness in the car<sup>2</sup> with visible light activation. They are the only photochromic lenses reaching category 3 levels at 95° F<sup>3</sup>.** These breakthrough improvements are accomplished using extra powerful dyes and the latest matrix technology.

**Transitions XTRActive Polarized** lenses are the **only and best ever photochromic polarized lenses. They are 2x as fast to fade back as Transitions Vantage and are clearer than ever<sup>4</sup>, all while**

**delivering up to 90% polarization efficiency<sup>5</sup> and extra darkness<sup>6</sup>.** This is achieved through an exclusive, multi-layer matrix of XTRActive dyes for extra darkness and dichroic dyes for polarization.

**Transitions® XTRActive® new generation** will launch on Wednesday, October 13, 2021 and replace the current generations of *Transitions XTRActive* lenses. More information to follow regarding the launch date of **Transitions® XTRActive® Polarized™**.



1: Compared to the previous generation, across materials tested on grey lenses fading back to 70% transmission at 23°C.  
 2: Polycarbonate and 1.5 grey lenses tested at 23°C behind the windshield achieving between 18%T and 43%T.  
 3: Clear to dark photochromic category. Tests across polycarbonate and 1.5 grey lenses at 35°C achieving <18%T using Transitions Optical's standard testing method.  
 4: Based on tests on polycarbonate grey lenses compared to the previous generation. Fade back claim based on fade back to 65% transmission @ 23°C.  
 5: Based on tests on polycarbonate grey lenses, up to 10% darker than the previous generation @ 23°C and up to 5% darker @ 35°C  
 6: Based on tests across materials on grey lenses @ 23°C, using ISO 12312-1 standard.

**SIGN UP FOR JOB DELAY NOTIFICATIONS**



Our objective is always to communicate with you about the status of your order so that you are able to communicate with your patients.

In addition to sending Work In Progress (WIP) reports, we are able to email you to keep you informed of delays to your jobs in process, also helping to reduce the number of phone calls to your busy office.

If you wish to receive email delay notifications please complete the form at [tinyurl.com/AdvanceEmailSignUP](https://tinyurl.com/AdvanceEmailSignUP) or scan the QR code at the right. If you subsequently need to update the email address, please call or text us.



[tinyurl.com/AdvanceEmailSignUP](https://tinyurl.com/AdvanceEmailSignUP)

**VARILUX ELLIPSE DISCONTINUATION**



Essilor of America, is discontinuing semi-finished Varilux® Ellipse® lenses. As a result, digitally surfaced Varilux Ellipse 360<sup>o</sup>™ will also be discontinued. For your patients that require a premium short corridor progressive lens at a similar price point we recommend Varilux Comfort DRx Short™ and Varilux Physio DRx Short™. The Varilux Ellipse will be discontinued effective November 30, 2021.