## **Alternate Design Configurations**

A wearer may prefer one progressive lens over another based on their expectations and visual demands. **Essential Steady Progressive** lenses can be configured for patients' lifestyles.

#### **Essential Steady Progressive | Near Vision**



Ideal wearer: expert or novice progressive lens wearers who have a need for a high value lens and visual demands that call for a larger more usable near area.

#### **Essential Steady Progressive | Distance Vision**



Ideal wearer: expert or novice progressive lens wearers who have a need for a high value lens and visual demands that call for a larger more usable distance area.

#### **Essential Steady Progressive | Intermediate Vision**



Ideal wearer: first-time wearers, wearers who have experienced non-adapts with other progressive lenses, and those who have a need for a high value lens and visual demands that call for a larger more usable intermediate area.

Essential Steady Progressive standard configuration



###-#### www.website.com
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LAB LOGO HERE



# **Essential Steady Progressive**

A great product portfolio meets all market needs and helps create differentiation. LAB NAME offers a non-personalized lens that is entirely different than any other in its market segment. Alternative design configurations are available for specific visual needs or lifestyles.

**Essential Steady Progressive** lenses incorporate **Steady Methodology** to enhance image stability and reduce swim effect. Swim effect is a non-stable perception of the surroundings that causes discomfort, and reduces overall lens satisfaction, making adaptation more difficult. **Essential Steady Progressive** lenses provide wearers with more stable and natural vision.

### Superior image stability for more comfortable vision

Steady Methodology is a technological breakthrough in free-form, digital lenses. In addition to controlling for unwanted cylinder power, Steady Methodology addresses unwanted changes to mean power in the lateral areas of the lens. This improves peripheral visual acuity, reduces swim effect, and provides superior image stability and offers more comfortable vision.

#### **Ideal Wearer**

Those in need of a high value, reliable solution. Part time eyeglass wearers and wearers with lower prescription and addition powers.

