

Silhouette®

Introduces

Precision Sunwear Solutions™



Simple solutions for 8 and 10 base curve sunglasses

Has the fear of consumer “non-adapt” in 8 & 10 base curve sunglasses caused you to avoid discussing prescriptions for wrap-around sunglasses with your favorite customers? Wouldn't you love to offer them Silhouette's exciting new 8-base curve Titan Minimal Art, Metallic or Minimal X Sunglasses in their prescription with complete confidence? Well now you can!

In cooperation with the University of Zurich, Silhouette Optical has created an amazing new “re-calculation” technology called **Precision Sunwear Solutions™**. Now every consumer may select a Sunglass and be assured the same optical clarity they experience with their ophthalmic eyewear.

Consumer's standard eyewear is worn at a 6° to 10° face-form (the combined curve of the lens and the frame together). Their refractions are done and the frames are designed for a 13.75 mm vertex distance (distance from the eye to the lens). Each consumer's visual orientation is based on these assumptions. When a frame's orientation is changed, whether for style, unusual base curves or for performance features, the prescription is altered. This has resulted in “non-adapt” difficulties in creating quality Sunwear for consumers with prescriptions.

Precision Sunwear Solutions™ is the answer. This program adjusts the prescription for every consumer to the frame's: PD, base curve, vertex distance and angle of vision.

This unique adjustment achieves **an actual visual match** to their existing eyewear as never before experienced. For the first time, your customers will be able to enjoy true performance vision, and have you to thank for it! Best of all, this new technology is available for most **Silhouette and adidas** frames and sunglasses.

Precision Sunwear Solutions™ is available at Silhouette Optical, Ltd.

Call the experts for more information: toll free 800-223-0180

silhouettelab.net