

## Spotlight on US Optical Exclusive Progressive Designs

### USO Absolute HD



#### The Ultimate Visual Experience

Our top-of-the line US Optical Brand lens. By leveraging a new patented design technology we are able to make a smoother design which minimizes swim. This translates to improved patient comfort and faster adaptation. Our raytracing technology provides more consistent optical performance over the range of prescription powers, and offers wider viewing areas to support modern lifestyles.

#### Ideal Wearer

Experienced progressive wearers looking for the best quality design. Sports wrap and fashion frame wearers.

Corridor - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20mm  
Addition - +0.50D to +3.50D in steps of 0.25D

### USO Legacy HD



#### This lens is representative of US Optical's Legacy

Great technology at an affordable price point. Our technology uses specially developed software which modifies the entire lens to correct power errors. Each lens is customized to the prescription, providing more consistent optical performance over the range of prescription powers, offering wider viewing areas for patients with hypermetropia, improved distance area for patients with myopia and clearer image quality in main viewing areas.

#### Ideal Wearer

The natural design provides low overall astigmatism helping new wearers adapt easily, making it great for new progressive wearers.

Corridor - 12, 13, 14, 15, 16, 17, 18, 19, 20mm  
Addition - +0.50D to +4.00D in steps of 0.25D

## Are You Ordering Your Rx's Electronically through US Optical?

### If not, here's why you should:

	<b>QUICKER PROCESSING:</b> <i>faster processing; orders begin as soon as they are entered 24/7!</i>
	<b>FEWER ERRORS:</b> <i>less re-keying on the order=fewer mistakes</i>
	<b>LESS RETURN CALLS TO YOU:</b> <i>minimizes need for add'l Rx info</i>
	<b>CONSISTENCY:</b> <i>streamlines communications/ordering for your staff</i>
	<b>CONVENIENCE:</b> <i>allows you to start order when it's best for your</i>
	<b>FREE:</b> <i>no fees for ordering platform</i>

**Need help getting set up on Vision Web?**  
**The Spectacle Ordering Guide is a helpful resource! Download from the Vision Web folder in our Document Center at [usoptical.com/document-center/](https://usoptical.com/document-center/)**

## Get Certified *Live* as a Transitions® Specialist



All the benefits of the Transitions Certification Program are available at Transitions Certified LIVE, a unique educational opportunity where you can interact with technical experts and experience Transitions® lenses. Bring two additional team members and become a Transitions Certified Provider with special status on Transitions “Where to Buy” online locator and receive exclusive resources to share with patients.



Learn from Transitions experts and R&D team through in-person product demonstrations and topics including:



- How do Transitions lenses provide superior blue light protection?
- How can a lens go from clear to polarized?
- What are the improvements of Transitions® XTRActive® new generation and why the hype?
- Why is light management and sensitivity a timely topic to bring up with patients?

Get access to materials designed to better prepare you to talk to your patients about light management and earn:

- One trial pair of Transitions lenses\* to experience the product firsthand and sharpen your expertise on the features and benefits of Transitions latest technology.
- A framed certificate recognizing your Transitions Specialist status
- A lapel pin to wear in the office
- A social post to utilize on practice social channels
- Access to additional product demonstration tools

See upcoming event dates below, and **visit the registration link at [transitions.com/certifiedlive](https://www.transitions.com/certifiedlive)** for additional information:

2/15/23 - Charlotte, NC	2/23/23 - Dallas, TX	3/1/23 - Ontario, CA
3/8/23 - Philadelphia, PA	3/18/23 - New York, NY**	3/22/23 - Chicago, IL

\*In person attendees can choose one of the following options: Transitions® XTRActive® Polarized™ in gray, Transitions XTRActive new generation in gray, brown or graphite green OR Transitions® Signature® GEN 8™ in gray, brown or graphite green. The trial pair does not include Transitions XTRActive style mirrors, Transitions Signature GEN 8 style colors or Transitions Drivewear. \*\* At Vision Expo East. Attendees to the Vision Expo East event will need to be registered for Vision Expo East. You can register here at [east.visionexpo.com](https://www.east.visionexpo.com). Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests. Transitions is a registered trademark, and the Transitions logo and Transitions Light Intelligent Lenses are trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. ©2022 Transitions Optical Limited. Photochromic performance and polarization are influenced by temperature, UV exposure and lens material.

## Earn Your Way to Transitions Academy—May 21-24, 2023, Orlando, FL



Get on the “Road to Transitions Academy Promotion”! Here’s How:

As an eyecare provider, your practice earns 15 points for each pair of Transitions® lenses sold\*.

Each pair represents a value of \$15, with each point equating to \$1.

Once you’ve earned enough points, you can redeem them toward the cost of registration and/or a private room upgrade to Transitions Academy.

For each pair of Transitions lenses sold, enter the number on the back of the Certificate of Authenticity card at [transitions.com/RoadToAcademy](https://www.transitions.com/RoadToAcademy), and watch your points add up. When you’re ready to redeem, submit the form and agree to the Terms & Conditions. Once you’ve completed your submission, you’ll receive further instructions on how to register for Academy and/or upgrade your room. You must register by May 1, 2023.

\*site may not be live yet at time of communication--please check back

**To learn more about the event, and to enter the Certificate of Authenticity points for the Transitions lenses you sell, visit [Transitions.com/RoadToAcademy](https://www.transitions.com/RoadToAcademy)\***