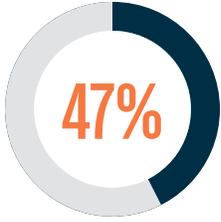


MEET YOUR ACTIVE PROGRESSIVE LENS WEARER



of the U.S. population is over 40+
(as of the 2015 US census)

115 MILLION



in this age group
use vision correction

PURCHASING POWER



They value quality
healthcare and are
willing to pay for it.

They pay an average of 145%
more on lens options than
other segments*

LESS WORRY, MORE FUN.

Favorite activities require
visual clarity and convenience.
Near and far, indoors and out.



WALKING



JOGGING



CYCLING



GOLF



CAMPING



GARDENING



MUSEUMS/
GALLERIES



BOARD GAMES



MOVIES

“GIVE IT TO ME
STRAIGHT.”

They're skeptical of
differences in products.
They just want the facts.

THE ULTIMATE LENS COMBO FOR SATISFIED PATIENTS**

Prescribe Unity progressive
and Sunsync light-reactive
lenses to help your active
progressive wearers see it all.
Near. Far. Clear. Dark.

9.4 average satisfaction
rating for Unity PALs
on a scale from 0-10



9 out of 10
Unity PAL wearers
are likely to
purchase again

92% of Sunsync wearers
are likely to
purchase again

TOP 3 REASONS

why Sunsync wearers are
very satisfied



Convenience



100% UV Protection



Quick reaction



sunsync®

Light-Reactive Lenses

Brought to you by VSP® Optics Group

*From VSP member data

**2016 Unity and Sunsync wearer survey.

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