Premium Lens Coatings

Enhancing Patients' Visual Experience

As consumers living in a high-pressure retail focussed world, we often feel like we are being upsold. It's as if, with every purchase we make, we're being asked "would you like fries with that?". And it's unpleasant.

When selling optical lenses, we can ensure our patients don't feel this way by carefully explaining the features of the lenses and lens coatings we recommend, and relating those features back to their individual lifestyle needs.

WRITER Sheree Lynch

CR Labs

There's no question that a quality lens with appropriate coatings can make a significant difference to visual performance. As Christopher Pooley, Optometry Partner at Specsavers Orange explained, "As the digital demands on our eyes increase, the need for lens coatings to provide clarity and comfort when looking at screens has never been more important".

As well as enhancing visual performance, Elmarie Pretorius, Professional Services Manager from ZEISS Vision Care, said anti-reflective (AR) lens coatings "provide eyeglass wearers with clearer and more cosmetically appealing lenses", enhancing the overall wearer experience.

> "There's no question that a quality lens with appropriate coatings can make a significant difference to visual performance"

THE ROLE OF A COATING

AR lens coatings have been around since 1935. Invented by engineers at ZEISS Vision Care, the early coatings were criticised for crazing and being difficult to clean, however with advances in the technology, these complaints have almost completely disappeared.

Lens coatings are applied in layers, with each layer serving a unique purpose. The coating is applied in a vacuum, with each layer released as a vapour within the chamber and deposited onto the lens surface to an exact thickness.

The role of an AR coating is to increase light transmission through a lens, which in turn, reduces the amount of light reflected off the lens surface, improving both its cosmetic and visual performance. Modern anti-reflective coatings often have hydrophobic and oleophobic layers that also make lenses easier to clean and therefore, maintain their visual performance.

Hydrophobic layers help reduce the spread of liquids across the lens and oleophobic layers help make the lenses more resistant to oils. Although this will not prevent the lens from catching oils, particularly fingerprints, it does make it easier to remove with correct cleaning procedures.

Lens coatings have also significantly improved lens durability with Ms Pretorius advising that ZEISS lens coatings "provide nearly glass like scratch resistance".

To assure practices and end consumers receive the highest quality lens coatings, CR Labs has invested significantly in building an inhouse coating testing facility. "We were sending coated lens samples overseas for quality assurance testing, but this was resulting in extended delays, so we decided to bring the process inhouse," Todd Spencer, the Chief Commercial Officer at CR Labs explained. "We have recently employed a Specialist Coating Master from Asia who works with us fulltime, testing sample lenses from each batch against global benchmarks. We believe we are the only Australian lens lab to do this," he added.

THE ROLE OF PATIENT EDUCATION

For many patients – even those who have been wearing optical glasses for all their life – the intricacies of lenses remain a mystery. That leaves it up to you to identify the patient's visual needs, determine a recommendation, and ensure they understand the reasons behind it (and why it's worth any additional cost).

The best way to go about this is to ask your patient, "how will you use your spectacles?". This conversation opener will enable you to educate your patient on the difference that AR coatings can make to their personal visual experience.

Interestingly, Mr Spencer said Australia has traditionally been behind international markets when it comes to adopting AR coatings.

"AR coating is considered a standard in many markets – requesting lenses without AR coating would be outside of usual practice," he said. "As such in Australia, AR offers a tangible means to providing a premium product for a practice and as competition in the sector increases, the importance of providing quality and perceived value will be important for practice brand longevity."

WHEN TO START THE CONVERSATION

The test room is where the lens discussion should begin. Mr Pooley said this is the time to talk to the patient about how they use their vision and the visual demands of work, study, or hobbies.

Additionally, the optometrist can ask about any "limitations and/or frustrations" the patient is experiencing with their current visual solution(s).

Based on these discussions, the optometrist can determine the most appropriate lens and coatings, which should then be discussed with the optical assistant/optical dispenser during the handover.

This handover discussion has two purposes: it ensures that everyone understands the patients' visual needs and requirements, and underlines the importance of these lens coatings to the patient.

Beware of falling into the trap of saying to a patient: "You have had an AR coating previously; would you like it again?".

This is not best practice; you will find the majority of your patients will decline as they don't know what an AR coating is or understand the benefits. Instead, try saying, "I have noticed you have had an AR coating on your previous spectacles, let me explain to you what that is and how it has been benefiting you".

Changing your approach to the conversation can alter the patient's appreciation of – and willingness to buy – this beneficial technology.

> "For many patients – even those who have been wearing optical glasses for all their life – the intricacies of lenses remain a mystery"

COMPLETING THE TRANSACTION

With the lenses selected, it's time to help your patient choose a frame and this is where the 'Three F's' of frame styling come into play: Fashion, Function, and Feel. We want them to walk out the door with a fashionable frame that provides highly functional vision and makes them feel fabulous!

As with lenses, Tracy Murray – owner of The Glasses Lady Eyewear Styling in Western

Australia – said frame selection comes down to understanding the individual's lifestyle, personality, and professional needs. And on top of that, it's essential to carefully match a frame's tone of colour and shape to the individual (see page 90 for more on this).

"We pride ourselves on using Australian frame makers like Roger Henley and Frank Seed who create individual pieces of eye artwork," said Ms Murray. "Our commitment to quality and creativity is reflected in every frame. The Elusive Miss Lou collection features a range of interesting and different tones of colours, from which we can carefully match an individual's unique style and personality. These frames are not just accessories –they're an expression of who the wearer is, and they're designed to make your patients stand out with confidence… to reflect their personality."

And, while it may take time for your patient to choose their frame, this presents another prime opportunity to get to know them. Find out their interests and lifestyle needs and have fun during the process. Embrace your patients' quirks, celebrate their style, and make choosing their new spectacle frame an enjoyable and memorable experience for all.

Sheree Lynch is a trainer and assessor at the Australasian College of Optical Dispensing. She has a Certificate IV in Training and Assessing and Certificate IV in Optical Dispensing. She has over nine years' experience within the optical industry.

Reference

Wilson D, Daras S, Practical Optical Dispensing, Open Training and Education Network (NSW), 2014.

Quality Coatings


HOYA

Hi-Vision Meiryo Diamond by HOYA

Hi-Vision Meiryo Diamond is HOYA's most advanced premium coating. This cutting-edge technology elevates traditional anti-reflective coating for outstanding clarity and durability.

Hi-Vision Meiryo Diamond boasts impressive features, including 56% lower reflectance compared to competitors, easy-to-clean properties lasting up to five times longer, and 2.5 times better scratch resistance.[1,2,3]

The low maintenance coating provides highly effective protection against scratches, smudges, glare, and UV rays, ensuring spectacle wearers are prepared for any situation.

With 100% UV protection on the front, and additional shielding on the back surface, they safeguard eyes from harmful ultraviolet rays.[4]

Now also available on single vision stock lenses.

Contact: HOYA (AUS) 1800 500 971

References

1. HOYA data on file. Product assessment report – Hi-Vision Meiryo Diamond. 03/2023. Based on reflection values measured in the luminous reflectance Rv evaluation.

2. HOYA data on file. Product assessment report – Hi-Vision Meiryo Diamond. 03/2023. Hi-Vision Meiryo Diamond maintains hydrophobic performance up to five times that of all competitive coatings tested.

3. HOYA data on file. Product assessment report – Hi-Vision Meiryo Diamond. 03/2023. Hi-Vision Meiryo Diamond performed up to 2.5x better than major competitor's best coating in the SWSC passing 2.5 kg.

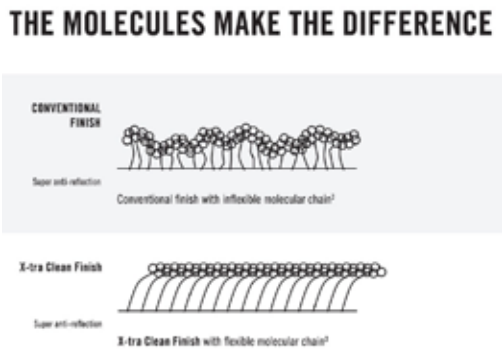
4. Claim based on internal assessment using AS/NZS 1067.1-2016 as the strictest industrial standard.

Rodenstock LayR X-tra Clean

Rodenstock LayR X-tra Clean finish is made up of functional molecular chains that are responsible for water- and oil-repellent properties.

While molecule chains are inflexible in conventional finishes, Rodenstock lenses' LayR X-tra Clean Finish is made up of extremely flexible molecular chains, facilitating an extremely smooth finish, to leave your patients with streak-free clean lenses all day long.

Contact: Rodenstock Account Manager



Rodenstock

VSP Optics TechShield Blue

TechShield Blue provides advanced blue light defence in a premium anti-reflective coating to enable patients to enjoy all the benefits of a digital life without digital eye strain. Advantages include targeted blue light reduction, glare reduction, UV protection, scratch and smudge resistance, super oleophobic and hydrophobic properties, and an attractive cosmetic appearance. TechShield Blue is backed by a two-year warranty.

This next generation lens enhancement is available across the VSP Optics Australia lens portfolio.

Contact: VSP Optics (AUS)1800 251 025 or (NZ) 0800 141 444


VSP

BIOMETRIC
INTELLIGENT
GLASSES™

B.I.G. NORM™: SEE BETTER WITH THE POWER OF AI

Did you know?

B.I.G. NORM™ lenses with AI technology develops a detailed model of each eye, bringing a new level of biometric precision into lens calculation to help users achieve sharper vision and support the visual subsystems.

RODENSTOCK

Because every eye is different


ZEISS

ZEISS DuraVision Platinum UV

Lens reflections diminish image brightness and contrast. They decrease light transmission and contribute to distracting 'ghost images' and veiling glare. These visual disturbances lead to degraded retinal image quality and reduced visual comfort and performance.

With ZEISS DuraVision Platinum UV anti-reflective coating, lens wearers can achieve the clearest vision while benefiting from easy cleaning and durability.

Contact: ZEISS (AUS)1800 882 041 or (NZ) 0508 765 271

Transitions

From must wear to 'love wear' – wearers can elevate their visual experience and look with a lens that is stylish and ultra-responsive to light.[1] New Transitions Gen S lenses darken in seconds and are as dark as a sun lens when fully activated.[2] When asked about responsiveness to light, 88% of wearers agreed the lenses adapted so fast to light that they didn't or barely noticed the change.[3]


Transitions


Opticare

Transitions Gen S is available in eight colours, including a brand-new addition: Ruby. All colours have been optimised to be true to tone at all times, offering vibrant tints for endless pairing possibilities.

Contact: EssilorLuxottica Account Manager

1. For polycarbonate and CR39 lenses across colours achieving 18% transmission at 23°C in less than 30 seconds.
2. For polycarbonate and CR39 lenses across colours achieving 18% transmission at 23°C.
3. Transitions Gen S grey 1.67 index lenses with a premium anti-reflective coating were trialed by 133 prescription lens wearers. Photochromic performance may vary across colour and lens material. Wearers test conducted by an external market research agency in the US, Q1 2023.

Opticare Skeye Multicoat

Skeye Multicoat is a premium lens coating designed for functionality, durability, and aesthetics. It offers exceptional anti-reflective performance while protecting against dirt, scratches, and moisture. Key features include:

Clearer vision: Increases light transmission by at least 8%, allowing nearly all available light to pass through for crisper vision by minimising reflections.

Cosmetically enhancing: Reduces reflections from lens surfaces, making glasses appear thinner and more transparent.

Improved night vision: Provides up to 99% light transmission, reducing glare for better nighttime driving.

Easy to clean: A hydrophobic surface ensures effortless lens cleaning.

Skeye Multicoat offers 100% UV protection on the front surface.*

Contact: Opticare (AUS) 1800 251 852

*For 1.5 index, upgrade to Blue Guardian, which blocks up to 420 nm of blue light and offers 100% UV protection on the front surface.


Shamir

Shamir Glacier Expression

Shamir Glacier Expression is a new anti-reflective coating that helps overcome glare reflected off screens and other light sources, improving visual clarity.

Contact: Shamir (AUS) 1300 553 465

Satin+ by CR Labs

Satin+ by CR Labs is a premium lens coating designed to enhance both durability and visual clarity. It offers superior scratch resistance, keeping lenses in optimal condition for longer. The advanced anti-reflective properties reduce glare from digital screens and bright lights, providing comfortable vision throughout the day. Satin+ also features an easy-clean surface that repels smudges, dust, and water, ensuring effortless maintenance.

This coating delivers exceptional performance for those who rely on their eyewear in demanding environments.

Contact: CR Labs (AUS) 03 8795 9111


CR Labs