

# A Singular Approach



WRITER Carly Clarke

## Exploring Premium Single Vision Lenses

Quality single vision (SV) lenses are crucial for providing customers with clear and comfortable vision. They minimise distortions and offer better optical performance, which is essential for daily activities. High-quality SV lenses can also be customised with various coatings to reduce reflections, resist scratches, and provide UV protection, enhancing your customer's overall visual experience. Carly Clarke reviews the options.

**The role of** the optical dispenser or eye care professional extends beyond simply providing quality lenses. Knowing how to dispense single vision lenses correctly is equally important. Dispensing correctly ensures that the lenses are accurately fitted to the customer's prescription and facial measurements, which is vital for optimal vision correction. This includes taking precise measurements for pupillary distance and fitting height, as well as selecting the right frame that complements the lens type and the customer's lifestyle.

So what elevates a SV lens into the 'premium' category? Tokai's Justin Chiang explained that a premium quality single vision lens differs from a standard one primarily in four areas: lens design, surface quality, material, and coating.

"These elements combine to enhance visual performance and durability. Manufacturers offer various lens grades based on their different market segments, customer needs, and budgetary constraints," he said.

**ADVANCED TECH**

Premium single vision lenses now use advanced freeform technology, which allows for precise customisation to the customer's prescription and frame choice. This technology enhances visual clarity and reduces distortions, providing a wider field of sharp vision.

Mr Chiang said freeform technology also enhances the surface structure of lenses, leading to improved clarity of peripheral vision.

"Freeform is a process used during surfacing, not a design. This process helps to achieve what lens designers aim for, where conventional surfacing processes fell short.

"Freeform technology has also enabled lens manufacturers to apply design concepts from progressive lenses to single vision designs," Mr Chiang said.

**ADVANCED MATERIALS**

New materials have been developed that make lenses thinner, lighter, and more durable. High-index plastics, for example, offer the same level of vision correction as traditional materials but with less bulk and weight. This not only improves comfort but also enhances the aesthetic appeal of the glasses, particularly for strong prescriptions.

The Australis single vision lens from CR Labs offers both OptiGaze and Hyperthin technology. As CR Labs' Dr Fiona Om explains, "OptiGaze allows optical dispensers to disclose position of wear measurements, ensuring a customised lens that provides natural and comfortable vision. Hyperthin allows a lighter, thinner lens, adjusting the pre-calibration of the crib for digital surfacing.

"Our Australis single vision lens allows up to 50% larger visual field, compared to the standard freeform single vision lenses," Dr Om said.

**ASPHERIC LENS DESIGN**

Thinner, flatter, lighter lenses can also be achieved with aspheric lens designs. Aspheric lenses have a more complex surface

profile compared to traditional spherical lenses. This design minimises distortions and provides a wider field of view, as well as reducing lens thickness.

**LENS COATINGS**

Lens coatings also play a significant role in enhancing lens quality, comfort, and performance. Anti-reflective coatings reduce surface reflections from artificial light sources, such as screens and headlights; scratch-resistant coatings extend the lifespan of the lens; while UV-protective coatings are now standard. Lens coatings work to improve durability and functionality, making the lenses more comfortable and effective for daily use.

"Anti-reflective (AR) coatings have significantly advanced in recent years," Mr Tokai said.

"Coatings like Tokai's NRC, with its ultra-low reflectance rate of 0.19%, dramatically enhance visual clarity and cosmetic appearance compared to standard AR coatings. This is particularly beneficial for activities involving digital screens, such as online meetings," he said.

**DISPENSING PREMIUM SINGLE VISION LENSES**

The way we dispense premium SV lenses can differ between suppliers – each supplier has guidelines for measuring and fitting lenses. Familiarising yourself with these will help to ensure that frames are compatible and the lenses are accurately tailored to the customer's prescription, providing optimal vision correction.

Suppliers often have quality standards that must be met and many suppliers offer warranties and support services that are subject to correct dispensing. Understanding a supplier's requirements ensures that these benefits are available if needed.

**SINGLE VISION CONTACT LENSES**

Advancements in premium single vision contact lenses have significantly enhanced both comfort and visual performance. Modern lenses now incorporate advanced materials like silicone hydrogel, which allows for greater oxygen permeability, reducing dryness and discomfort. Innovations such as water gradient technology ensure that the lenses maintain high moisture levels throughout the day, providing consistent comfort.

Additionally, new designs have improved the fit and stability of contact lenses, making them more suitable for a wider range of prescriptions, including those with astigmatism. Smart surface technologies have also been developed to create smoother lens surfaces, reducing friction and enhancing comfort.

A quality single vision contact lens is defined by several key attributes. The material is crucial; high-quality lenses are often made from advanced materials like silicone hydrogel, which allows for better oxygen permeability, ensuring comfort and eye health. Optical clarity is another essential factor, achieved through precise manufacturing processes that ensure the lens provides clear

**"Premium single vision lenses now use advanced freeform technology, which allows for precise customisation"**

and accurate vision correction without distortions. Coatings also play a significant role in enhancing contact lens quality.

Ensuring higher success rates for new contact lens wearers involves a combination of appropriate education, practice, and support. Start by emphasising the importance of washing hands thoroughly with unscented soap and drying them with a lint-free towel before handling lenses. Demonstrate the correct technique for inserting and removing lenses, using a mirror and guiding your customer step-by-step. Encourage the development of a consistent routine, such as always starting with the same eye to avoid mixing up lenses. Educate customers on the importance of using the recommended contact lens solution for cleaning and storing lenses, and to avoid using water or saliva. Set the expectation that it takes time to get used to wearing and handling contact lenses, encourage regular practice without getting discouraged. Stress the importance of adhering to the replacement schedule for their lenses to avoid eye infections and ensure comfort. Provide written instructions or a guide your customer can refer to at home, reinforcing what they learned during the session. Finally, schedule follow-up appointments to address any issues or concerns they might have and to ensure they are comfortable with their lenses. By providing thorough education and ongoing support, new contact lens wearers can feel confident and comfortable, leading to higher success rates.

In conclusion, the advancement in single vision lenses, both glasses and contacts, has greatly enhanced visual clarity and comfort. Innovations in technology, design, and materials have led to thinner, lighter lenses with improved optical performance and durability. Proper dispensing of spectacles by optical professionals – along with education and support for contact lens wearers – is critical to maximise these benefits and key to achieving superior vision and user satisfaction.

Carly Clarke is a trainer at the Australasian College of Optical Dispensing (ACOD) and has worked in the optical industry since 2016. She is a qualified optical dispenser (Certificate IV in 2017) and completed her Certificate IV in Training and Assessing in 2023.

# Premium SV Spectacle Lenses

## Eyezen Smart and Boost Lenses

Every customer is unique: not only when it comes to their style, but also when it comes to their vision needs. Explore your patients' lifestyle needs to identify which Eyezen lenses are the most suitable for them:

Eyezen Start and Eyezen Boost lenses are specifically designed for today's connected lifestyle, improving visual acuity<sup>1</sup> for both near and far vision. Eyezen Boost also reduces visual fatigue,<sup>2</sup> thanks to an extra power added to the bottom part of the lens.

**Contact: EssilorLuxottica Account Manager**

### References

1. Internal Essilor R&D simulations 2022, increase of low aberration area compared to regular single vision lenses.
2. Compared with regular single vision lenses. Eyezen in-Life consumer studies - 3rd Independent parties - [Eyezen Boost Crizal Previncia - 2015 - FR n=76 / Eyezen Boost Eye Protect System - 2016 - FR - n=51].



Eyezen

## Unity Relieve Lenses

From socialising to studying to streaming, your single vision patients spend a ton of time in front of screens. And all that screen time puts serious strain on their eyes. But now your patients can binge more and cringe less.

Combining unrestricted distance vision, a slight power boost in the near, and available blue light defence using TechShield Blue, Unity Relieve offers single vision wearers precision, comfort, clarity, and relief from digital eye strain symptoms.

Unity Relieve is available in two lens choices designed to accommodate different digital

lifestyles and eye strain symptoms, while providing the same great results.

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

## SmartLife Single Vision Individual 3

The design of ZEISS SmartLife Single Vision Individual 3 is based on age-related differences in dynamic and activity-driven visual behaviour. It considers the oculomotor behaviour together with the wearer's individual parameters, including anatomy,

physiology as well as habituation, resulting in an ultra-refined lens.

ZEISS SmartLife lenses make use of ZEISS Intelligence Augmented Design technology to match an individual wearer's data to a set of more than 12.5 Mio data points of visual behaviour in specific age groups. This allows ZEISS to predict how an individual will use their eyes in daily life and then create their best matched lens design. The ZEISS SmartLife Single Vision Individual 3 lens forms part of the ZEISS SmartLife Individual 3 portfolio that also includes digital and progressive lenses.

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



Unity



SmartLife



Light adaptive lenses.  
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Sensity Fast lenses are the fastest fading light-adaptive lenses\*, ideal for active, on-the-go lifestyles. They quickly clear indoors, providing comfort in changing light conditions. Featuring modular blue light control and UV protection, these lenses cater to modern lifestyles. Available in Grey and Brown.

Whatever your shade or style, **it's simply Sensity.**

\*For Sensity Fast performance details visit <http://bit.ly/3HYtmeh>

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## Sunmatic II

Sunmatic II in Single Vision Freeform is a premium lens designed for those on the move, ensuring clear vision indoors and outdoors with maximum performance under any sunlight conditions.

With rapid activation and deactivation that's comparable to other photochromic lenses in the market, and a true grey colouration, the Sunmatic II in Single Vision Freeform offers unparalleled convenience for the wearer.

It can also be upgradeable with Blue Guardian, which can block UV light up to 42 nm for added eye protection.

**Contact: Opticare (AUS) 1800 251 852**

## Rodenstock

Rodenstock's individual single vision lenses make sharp vision possible again at any distance. As well as taking into account your patient's prescription, these innovative, award-winning lenses consider your patient's face shape, posture and the fit of the frame. This makes a noticeable difference compared to traditional lenses:

- Pin-sharp vision to the edge of the lens by adapting the lens to the fit of the frame,
- Sharp, high-contrast vision, even in poor lighting conditions,
- Optimal wearing comfort thanks to very light plastic lenses, and
- Excellent spatial perception for greater safety and reliability when driving.

Rodenstock's biometric lenses enable the centre of sharp vision to be determined for each individual eye. As a result, spectacle wearers benefit from the sharpest vision for every angle and every gaze, no matter where they look.

**Contact: Rodenstock (AUS) 02 9748 0988**



Rodenstock



Sunmatic

## Shamir SV III As-worn

Shamir SV III As-worn offers single vision eyeglass wearers the sharpest and most comfortable eyesight – thanks to breakthrough features, such as a high degree of personalisation to individual prescriptions, and precise matching of the viewing experience with specific choices of frame.

According to Shamir, the advantages of this lens include:

- The sharpest, most comfortable visual experience,
- Power corrections based on precise measurement of customers' individual prescriptions and simulation of their perceived viewing fields, and
- Eye-point Technology III is embedded in Shamir SV III As-worn. This provides the widest fields of clear vision, with As-worn Quadro technology additionally guaranteeing enhanced visual comfort and acuity.

**Visit: [shamir.com/au](http://shamir.com/au)**



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# Eyezen®

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Essilor® Eyezen® lenses reduce visual fatigue\*\*\*  
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essilor

\*Euromonitor, Eyewear 2023 edition; Essilor International company; worldwide retail value sales at RSP.

\*\*Protection against UV and blue-violet light filtering (Blue-violet light is between 400 and 455nm as stated by ISO TR 20772:2018).

\*\*\*Visual fatigue reduction: compared with regular single vision lenses. Eyezen® in-Life consumer studies - 3rd Independent parties - [Eyezen® Boost Crizal® Previsiona - 2015 - FR- n=76 / Eyezen Eyezen® Boost EPS - 2016 - FR - n=51 / Eyezen® Start (Rx) - 2018 - FR - n=49 / Eyezen® Start (Stock) - 2020 - FR - n=52].

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# Premium SV Contact Lenses



## Total30 Sphere

Total30 is a monthly replacement contact lens that is so comfortable that it feels like nothing, even at day 30.<sup>†1</sup> Total30 lenses feature innovative Water Gradient technology, which provides almost 100% water at the surface, so all that touches your eye is a gentle cushion of moisture, for outstanding comfort all month long.<sup>†1,3-6</sup> The unique surface of Total30 lenses resists deposits, so you can enjoy a lens that stays just as clean on Day 30 as Day 1<sup>‡5-9</sup> – even after a month of wear and care.<sup>4,10</sup>

Available in three and six packs.

**Contact: Alcon (AUS) 1800 224 153  
or (NZ) 0800 939 999**

\*Based on more than 70% of wearers who agreed with the statements 'These lenses were so comfortable I didn't feel anything' and 'I did not have to think about my contact lenses today'; n=66.

†Based on in vitro measurements of unworn lenses.

‡Opti-Free PureMoist used for cleaning, disinfecting, and storing, following package insert instructions.

### References

1. Alcon data on file, 2021. Summary of the CLY935-C013 study p4, (Ref-11403).
2. Alcon data on file, 2021. A02491-REP-197506, p4,8, (Ref-10933).
3. Alcon data on file, 2021. A02491-REP-198231-1, p4,7,8, (Ref-11404).
4. Shi X, et al. doi: 10.1016/j.cjcolsurfb.2020.111539.
5. Ishihara K, et al. doi: 10.1021/acsomega.0c06327.
6. Alcon data on file, 2021. V-RIM-0035878, p1, (Ref-11720).
7. Alcon data on file, 2020. V-RIM-0027277, p5, (Ref-11760).
8. Alcon data on file, 2021. V-RIM-0034922, p1,4,6, (Ref-11721).
9. Alcon data on file, 2020. In vitro evaluation of bacterial adherence in commercial sphere lenses, p11. (Ref-18449).
10. Alcon data on file, 2020. V-RIM-0032716, p1-3, (Ref-11416).

## Acuvue Oasys Max 1-Day

The Acuvue Oasys Max 1-Day family of contact lenses is Johnson and Johnson Vision Care's (JJVC) latest contact lens innovation. With an unprecedented combination of new technologies, JJVC states that this lens provides "max comfort, and max clarity". Acuvue Oasys Max 1-Day contact lenses feature TearStable technology to maximise tear-film stability and lock in moisture for



exceptional all-day comfort, while OptiBlue – an impressive 60% blue-violet light filter – helps reduce light scatter and increase visual clarity, day and night. Additionally, Acuvue Oasys Max 1Day lenses block 99.9% UVA rays and 100% UVB rays.

**Contact: JJVC (AUS) 1800 736 912  
or (NZ) 0800 466 173**

## MyDay

CooperVision MyDay lenses deliver long-lasting comfort,<sup>1</sup> so you can help wearers be at their absolute best. These premium one-day silicone hydrogel lenses stay comfortable all day long, with performance to satisfy even the most demanding wearers.

- Nine out of 10 patients were satisfied with the comfort of MyDay,<sup>1</sup>
- Patients preferred the comfort of MyDay two to one over 1 Day Acuvue Moist.<sup>1</sup>

The secret behind the supreme comfort of MyDay is the high-performing Aquaform technology that goes into each and every lens. It combines a unique balance of high-oxygen permeability, a naturally wettable material, and an optimum modulus, to create a soft and flexible lens – to help deliver a comfortable wearing experience.

**Contact: CooperVision Account Manager**

### Reference

1. CooperVision data on file. 2017 Clinical evaluation with MyDay, one-week wearing study, n=67; 2017 Clinical evaluation with MyDay, one-week wearing study, n=70; 2019 Clinical evaluation with MyDay, one-week wearing study, n=55; 2013 Clinical evaluation with MyDay, two-week wearing study, n=100.



## Ultra One Day Si-Hy Daily

Whether patients are working from their home, office or outside, Bausch and Lomb's Ultra One Day Si-Hy Daily Disposable contact lenses provide maximum comfort with 96% moisture retention for up to 16 hours of wear time.<sup>1</sup>

Boasting a water content of 55% and oxygen transmissibility of 134 Dk/t, optometrists can take comfort in the knowledge these premium lenses will last the working day and beyond.

Bausch and Lomb Ultra One Day SVS lenses also feature high-definition optics delivering clear vision and reducing spherical aberrations. Or go beyond with Bausch and Lomb's Ultra One Day Daily Disposable Sphere – the most complete lens.<sup>1</sup>

**Contact: Bausch and Lomb  
Account Manager [mi](#)**

### Reference

1. The B+L UOD experience - A complete system magazine supplement. Sponsored by B+L.





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References: **1.** Alcon data on file, 2021. CLV935-C013, p.4; [REF-11403]. **2.** Alcon data on file, 2021. CLV201-C001, p.4; [REF-15339]. **3.** Alcon data on file, 2021. CLV201-M102, p.8,9; [REF-15340].

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