

Looking for an  
alternative in  
your  
Photochromic  
Plastic lenses ?

The landscape  
is changing.

  
**change<sup>rx</sup>**  
PHOTOCHROMICS

**NEW CHANGE RX  
PHOTOCHROMIC LENSES  
DELIVER PERFORMANCE  
COMPARABLE TO OR BETTER  
THAN THE BEST-SELLING LENSES,  
AT A PRICE POINT THAT BRINGS  
HEALTHIER MARGINS.**

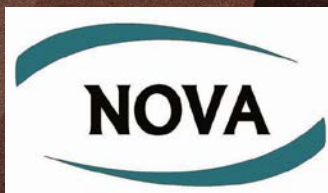
**100% UVA and UVB protection**

**NOVA OPTICAL IS INTRODUCING  
THE NEW CHANGE RX**

**FROM JUNE 23 TO SEPTEMBER 30  
SAVE AN ADDITIONAL  
\$20.00 OFF OUR LIST PRICE**

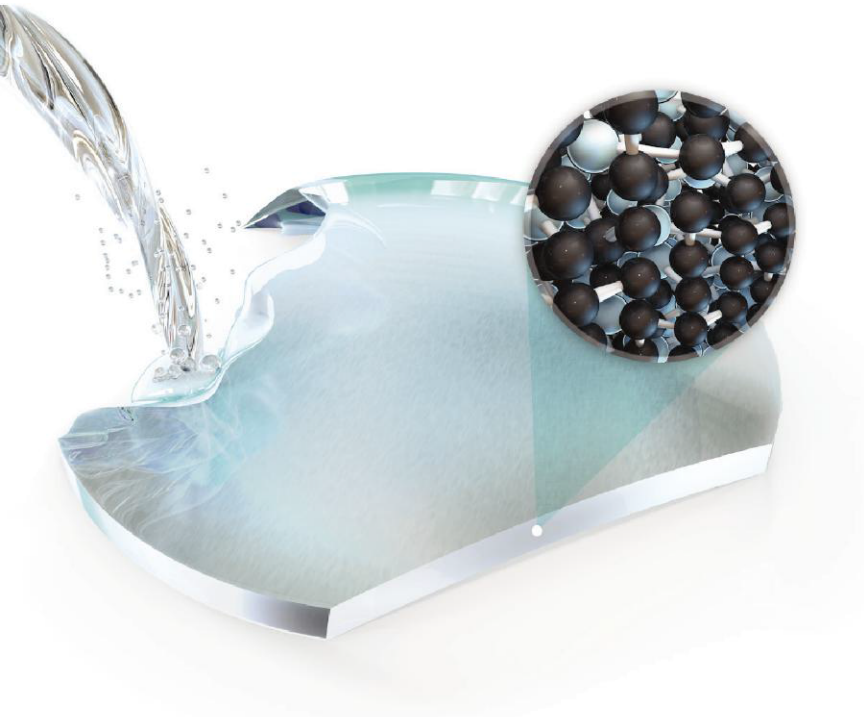
**1.50 INDEX ONLY**

**LIST PRICE:  
AVAILABLE IN SURFACED SV -----\$77.00  
&  
NOVA'S FREEFORM ADD \$48.00  
TO 1.50 CLEAR LENSES**



# In mass manufacturing builds in performance.

ChangeRx<sup>®</sup> technology creates a lens that activates and fades back to clear very quickly.



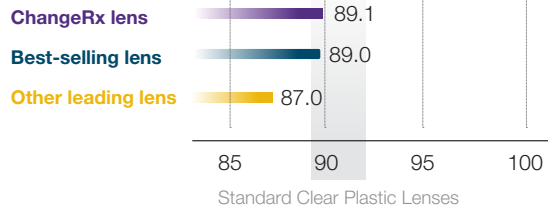
Photochromic dye molecules are mixed into and become blended with the plastic lens monomer.

## Plastic Photochromic Performance Comparison

Total Light Transmittance (TLT)\* at 22° C (72° F)

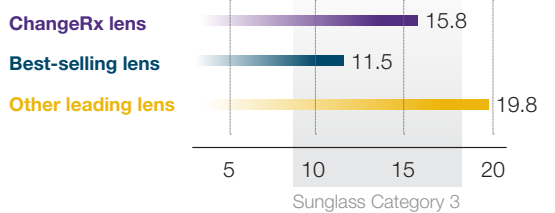
### Maximum Indoor Clarity

Prior to UV exposure, ChangeRx lenses are the clearest plastic photochromic and are equivalent to standard clear plastics.



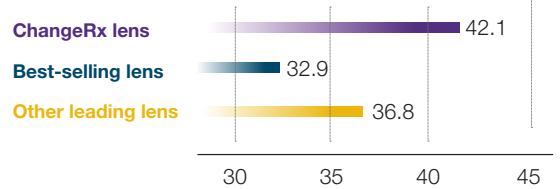
### Activation TLT After 2 Minutes Outdoors

ChangeRx lenses activate rapidly to ISO Sunglass Category 3 range.



### Fadeback TLT After 2 Minutes Indoors

After two minutes indoors, ChangeRx lenses are clearer than both leading lenses in the category.



\* Total Light Transmittance = percentage of light that passes through the lens.

