

DISPENSE CONFIDENTLY

Use this comprehensive dispensing guide to help you quickly and accurately answer patient questions and address their visual needs.



TECHSHIELD™ BLUE

DISPENSING GUIDE

techshield™
Blue

techshield™
Blue

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Identify the prime candidate

TechShield Blue is the ideal AR coating for anyone spending at least two hours a day exposed to blue light.

Highlight the key benefits

Explain that TechShield Blue combines the advantages of a premium AR with the benefits of blue light reduction.

Overcome the colour concern

Showcase TechShield Blue's attractive appearance to overcome resistance to coloured blue light lenses.

Keep the science simple

Explain that the eyes struggle to focus and process blue light. This constant effort forces the eyes to work overtime, contributing to digital eye strain.

Shed some light on digital eye strain

Explain the symptoms and causes of digital eye strain. Many patients don't realise their symptoms could be due to device use.

Offer a glimpse

Let patients view a digital screen through a TechShield Blue demo lens.

Why is blue light reduction important?

Blue light can contribute to digital eye strain.

What is TechShield Blue?

TechShield Blue is an advanced anti-reflective coating that reduces exposure to blue light from digital screens, energy-efficient lighting, and the sun.

What does TechShield Blue look like?

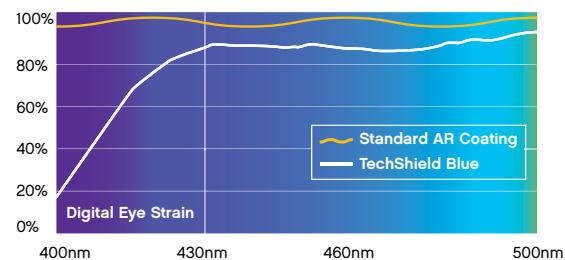
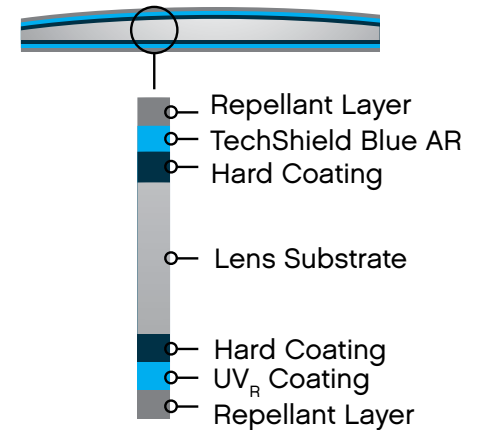
TechShield Blue features an attractive, near-clear appearance. A blue reflection will appear in the presence of blue light.

How does TechShield Blue work?

TechShield Blue both absorbs and reflects incoming blue light.

How much blue light does TechShield Blue reduce?

TechShield Blue provides the greatest benefit in the 400-430nm range, reducing blue light transmittance by as much as 85%.

**TechShield Blue Lens Stack****Availability:**

Available on 1.50 Single Vision Stock, Single Vision Grind, Unity® Via progressive lens designs, Orion progressive lens designs; and ADL and i-PC Office lens designs.

Cleanability:

Super oleophobic/hydrophobic

Warranty:

24-month lens and coating replacement—original prescription in original frame

*selected ranges.