

Announcing the addition of new Anti-Reflective Coatings to the Davis Vision Formulary! *Effective 12/12/12*

PureCoat® by Zeiss. PureCoat by Zeiss offers a unique blue hue while reducing reflections that results in an extraordinary clarity and brilliance. State-of-the-art anti-static technology sealed with a long-lasting, super-slick coating resists smudges and dirt, keeping the lenses cleaner for longer. An ultra-tough hard coat provides superior scratch resistance (Based on a Bayer test conducted at COLTS Laboratories, an independent testing facility).

ClearShield™. ClearShield is a premium anti-reflective coating designed with a hydrophobic and scratch-resistant top coat. ClearShield is a proprietary product used in the Davis Vision owned labs.

What is changing? Davis Vision is updating the set of available Anti-Reflective Coatings (ARC). The following table shows the materials available for your patients as of December 12, 2012.

Davis Vision ARC Formulary as of 12/12/12 ¹		
Standard ARC	Premium ARC	Ultra ARC
Standard AEGIS	Essilor Crizal® Easy ²	Essilor Crizal® Avancé ²
	ClearShield™	PureCoat® by Zeiss

¹ Not all AR coatings are available on all lens style/material combinations.

² Lenses coated with the Essilor Crizal product may include a lens cloth.

Can I still order a coating from the prior ARC formulary? Prior to December 12, you can order the coatings from our current formulary. Beginning December 12, the ARC formulary will change and offer the coatings listed above.

What about remakes? If a lens remake is requested, the lens(es) will be coated with one of the anti-reflective coatings from the new formulary categories listed above. (Prior to December 12, you may receive a message prompting you to call us if you place a remake order online. Thereafter, our system upgrade will permit all online orders to be processed as usual.)

What about backordered lenses? Davis Vision will coat the lenses with the ARC requested on the original order (which may include a coating from our prior ARC formulary).

Questions? If you have any questions, please feel free to contact us at **1-800-888-4321**.