



NOVA *Easy*

Lenses specially designed for combat Visual Fatigue

NOVA Easy is the high-tech lens with advanced prescription lenses that give relief to hard-working eyes in addition to correcting their vision.



Solution for Visual Fatigue!!

Nova easy is a new generation advanced prescription lenses that give relief to hard-working eyes in addition to correcting their vision.

For whom Nova Easy lenses are recommended.

In today's hi-tech world the eyes are constantly focusing on computer screens, tablets and cell phone text messages. Focus on close objects is an effort for the eyes, and especially when combined with long work hours, this prolonged accommodative effort often leads to tiredness, tearing, headache and blurry vision.



***DIGICONTOUR
TECHNOLOGY***

Why?

Human eyes are at the peak of their accommodation capabilities around the age of nine, after which there is a gradual decline with the passing years. By the time one reaches the age of 20- 38, even if visual correction for close viewing is not required, the eyes need a solution for the eyestrain associated with long hours of intermediate and close vision tasks.





Features and Benefits

An unprecedented innovation

Nova Easy design supports the wearer's accommodation efforts and thus relieves visual fatigue, thanks to:

A slight built-in variation in power (+0.50 D) to support the wearer's accommodation for close range tasks throughout the day

The lens provides much greater comfort than a standard single vision correction, as the wearers' natural accommodation pattern is retained

Nova Easy lenses completely replace standard prescription lenses whatever the patient's ametropia, without changing their natural behaviour, whether they are permanent or occasional wearers.



Market Research

We compared Nova Easy advanced prescription lenses to a standard single vision lens (same index, correction and anti-reflective coating) in a double blind study

These research proved the clear superiority of Nova Easy lenses:

Nova Easy lenses were used in exactly the same way as their current spectacles (constant or occasional use)

Adaptation was as fast and easy as with a standard single-vision lens

94% of wearers were totally satisfied with regard to near, distance and dynamic vision alike



When to Use:

Patients between the age of 20 and 38 (pre-presbyopic age)

Patients that spend more than 3 hours a day working at close range e.g. reading, computer work etc.

Patients that complain about experiencing visual fatigue whether they wear prescription spectacles or not



The life improvement lens

- A unique optical solution
- Extra reading power (+0.50 [D]) in lower lens area
- No more fatigue from tired eyes
- Significantly improves vision comfort
- High customer satisfaction

