



SHAMIR

PRODUCT INFORMATION

element™

Not only do we want to help the consumer, but we want to help the eye care professional as well. With more product offerings to ensure a progressive solution for any budget, we've got your back (back-side that is). Trust us, this lens has top-of-the-line features at a price that will make them smile. Did we mention that what we're about to tell you about is a Freeform® lens?

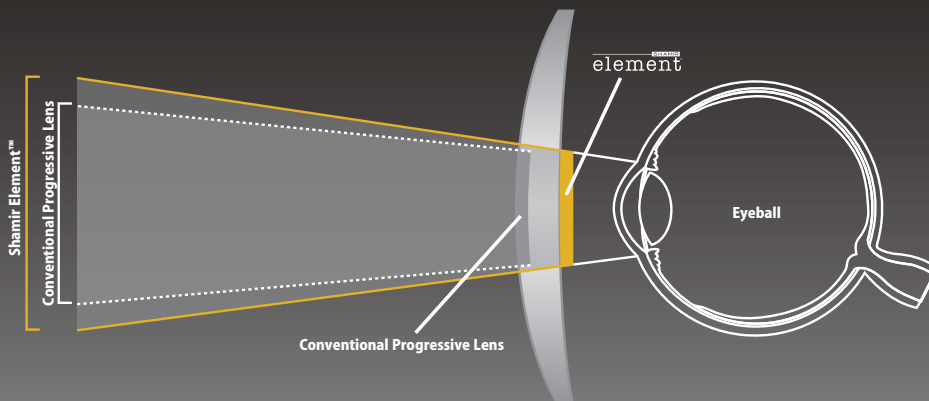


WHEN MORE IS TOO MUCH, STICK WITH THE ELEMENT™

We like to think that we understand consumers and where they're coming from; so when it was brought to our attention that some consumers really like what the Autograph II® had to offer but couldn't afford the price, we decided that it was our job to help them out. The answer: Shamir Element™, our elementary Freeform® lens!

With Element™ your patients get a semi-personalized progressive lens made just for them. So what does semi-personalized mean? Well, Element™ doesn't have all the same bells and whistles that Autograph II® does, but it's a reasonably priced alternative that's created to the highest level of optical accuracy (up to 1/100 diopters) and provides up to 20% wider fields of vision.

BACK SURFACE DESIGN WIDENS PATIENTS' FIELD OF VIEW



A SHAMIR
PROGRESSIVE LENS

ReCreating Perfect Vision®



SHAMIR

SHAMIR ELEMENT™ - THE ELEMENTARY FREEFORM®

Shamir Element™, Shamir's elementary Freeform®, gives eye care professionals an opportunity to provide their patients with a personalized back-surfaced lens at an affordable price. The building blocks of the Shamir Element™ design are based on two essential technologies, EyePoint Technology® and Direct Lens Technology®, which together create a back-surface Freeform® lens personalized to each patient's unique measurements.

COMPARE ELEMENT® AND AUTOGRAPH II®

	SHAMIR element	SHAMIR Autograph II®
PRICE	\$	\$\$
EYEPOINT TECHNOLOGY®	✓	✓
DIRECT LENS TECHNOLOGY®	✓	✓
BACK-SURFACE DESIGN	✓	✓
FREEFORM® MANUFACTURING	✓	✓
WIDER FIELDS OF VISION	✓	✓
SINGLE VISION		✓
RCPV® REWARDS		✓
AS-WORN TECHNOLOGY®		✓
FREEFRAME TECHNOLOGY®		✓
CUSTOMIZED FITTING HEIGHT		✓
MULTIPLE LIFESTYLE DESIGNS		✓
VARIABLE DESIGNS		✓

* Excludes Autograph II - Office™, which utilizes additional work space measurements.

The chart above compares the differences between Shamir Element™ and the all-encompassing Shamir Autograph II®. As you can see, Element™ provides your patients with many of the same benefits as Autograph II® at a more affordable price.

THE LOW-DOWN ON ELEMENT™

The benefits

- Back-surface Freeform® design
- 20% wider fields of vision
- Designed with EyePoint Technology®

Why patients need it...

- Wider fields of vision
- Semi-personalized to the patient
- Reasonably priced Freeform® progressive