



SHOW AND TELL

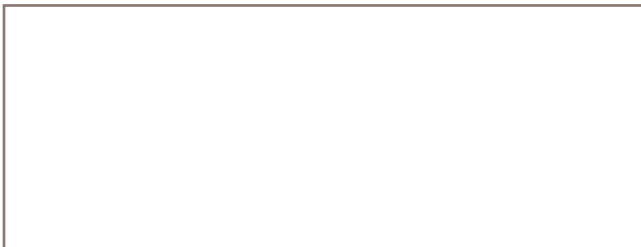
Your eyes are incredibly complex, made up of millions of parts. It can be really hard to understand how they work, and how your vision is impacted. Thanks to CLARIFYESM, your doctor will be able to show you incredibly detailed images, videos, and even vision simulations that will help you understand your eye health and vision, more clearly than ever.

TIME SAVED IS TIME GAINED

Thanks to CLARIFYESM's incredible digital precision, your doctor will be able to spend less time on your refraction[†], and more time answering your questions.

SEE FOR YOURSELF

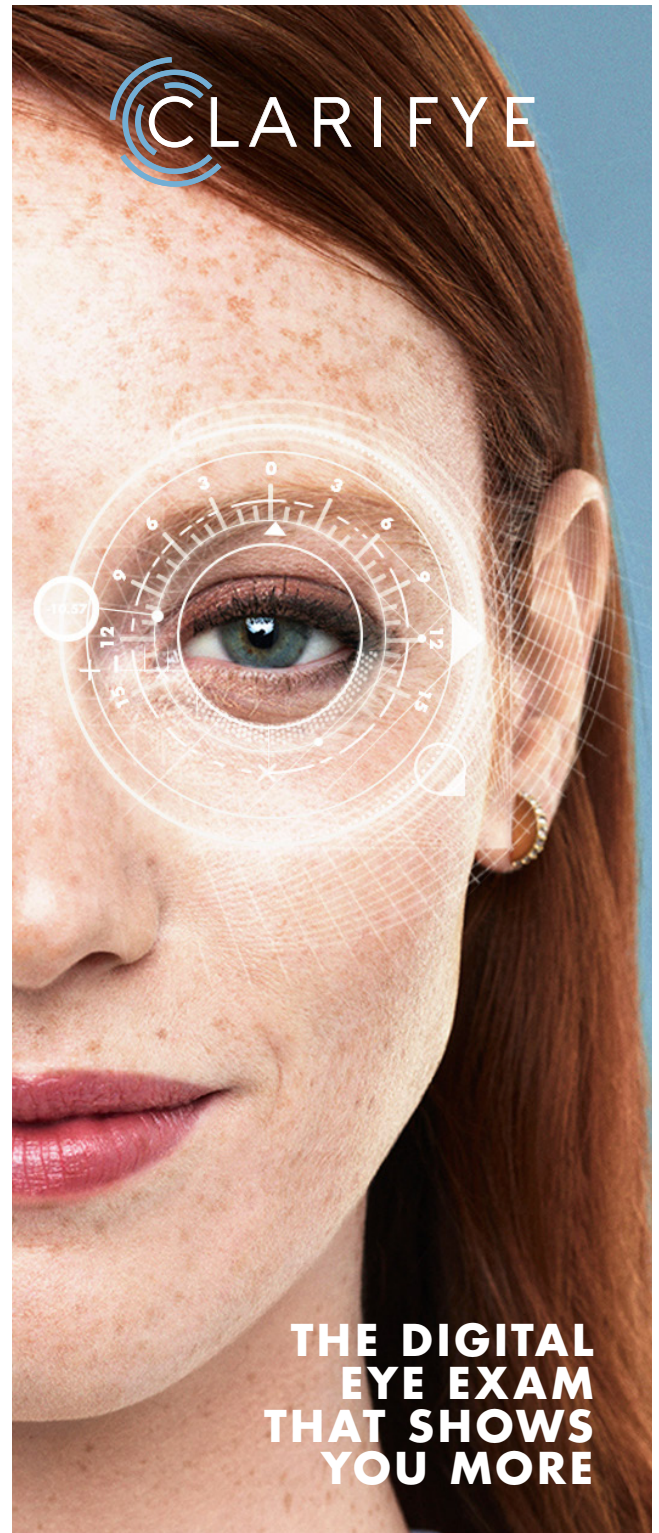
CLARIFYESM is available exclusively at the Independent Doctors of Optometry located at, or next to, LensCrafters*. Come on in and experience the future of vision care.



* CLARIFYESM is available at LensCrafters in states where LensCrafters employs doctors or at the independent doctor of optometry at or next to LensCrafters who utilize the Clarifye eye exam experience. In California, eye exams are available at LensCrafters locations from licensed optometrist employed by EYEXAM of California, a licensed vision health care service plan. The optometrists are not employed by LensCrafters, which do not provide eye exams.

† For consumers who are diagnosed with clean visual systems or low levels of higher order aberrations.

‡ For consumers who have meaningful difference in their photopic and mesopic visual systems and prescriptions.



**THE DIGITAL
EYE EXAM
THAT SHOWS
YOU MORE**



SAY HELLO TO THE FUTURE OF THE EYE EXAM.

THE OLD WAY JUST GOT EVEN OLDER

Ever wonder why your eye exam looked like something out of the early 1900s? Well, that's because it was. Eye exam technology has been slow to catch up to the digital era... until now.

MEET CLARIFYESM

Here at LensCrafters, we've partnered with an elite team of doctors and innovators to create CLARIFYESM, an eye exam unlike any other.

WELCOME TO THE FUTURE

Today, digital technology has completely transformed the way we live our lives. Do you still use a rotary phone? Or send letters by carrier pigeon? Then why settle for anything less than the digital best, when it comes to something as important as your vision?



A DIFFERENCE YOU'LL SEE

From the moment you sit down for your CLARIFYESM exam, you'll see how far we've come. No more old-fashioned knobs and hand-turned lenses. Instead, your optometrist and highly trained technicians will use our advanced digital system to give you a more comprehensive understanding of your eye health and vision.

LESS GUESSING

Ever get nervous when your doctor asks you, "Which is better, 1 or 2?" We all do. It can be pretty hard to tell. Thanks to CLARIFYESM's incredible digital precision, your doctor will already have a very good idea of your prescription, before asking you anything at all.[†]

MORE ANSWERS

Are the eyes the windows to the soul? Maybe. But they're definitely the windows to your health. CLARIFYESM's high resolution imaging can detect not only eye issues, like glaucoma and cataracts, but also health issues, like high blood pressure and diabetes. The more you know, the better care you can take of your eyes, and yourself!

CLEARER VISION

Did you know you might need a different prescription at night than you do during the day[†]? CLARIFYESM provides you with your precise prescription, which means you get to enjoy your best vision, in any situation.