



HIGH DEFINITION LENSES

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FOR IMMEDIATE RELEASE

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**AUGEN LAUNCHES “BE VISIONARY” PROGRESSIVES AD CAMPAIGN**

SAN DIEGO, CA – Augen Optics has announced the launch of its “Be Visionary” print and electronic advertising campaign for Augen High Definition Progressive Lenses. The campaign highlights the outstanding performance of Augen High Definition Lenses® as well as their exceptional value in today’s market of more expensive back-surface free form products. The key message of the campaign is, “Deliver the ‘Wow!’ performance of High Definition Progressive Lenses without the ‘wow’ investment in free form.”

According to Patricia Machado, Vice President, Business Development, “Augen progressive lenses deliver truly fantastic vision due to our patented aspheric technology. They give laboratories and practitioners an opportunity to differentiate their businesses with a series of progressive lenses that are competitive, we believe, with other free-form products, and are available at a very reasonable cost.”

The Augen “Be Visionary” advertising campaign includes print advertising in a range of trade publications, monthly email ads to eye care practitioners, as well as a banner ad on VM.com. The campaign is designed to increase industry-wide awareness of the Augen Optics name as well as the quality of products and technology provided by Augen.

The advertising campaign highlights the three progressive lenses in the Augen High Definition Lens portfolio – HD Progressive 13/17, a variable-curve progressive designed for all-around comfortable wear; HD Short Corridor Progressive 8/12, providing balanced vision for smaller frames; and the new HD Spacia™ progressive, a super-soft design for active presbyopes who need expansive vision for outdoor activities.

Augen progressive lenses are made with Augen High Definition Lens® aspheric/double aspheric technology, which ensures wide, clear, natural vision for wearers with both low and high cylinder prescriptions. Augen High Definition technology also features flatter base curves for all prescriptions, resulting in better cosmetics.

For more information about Augen High Definition Lenses, contact Augen Optics at 866-284-3611, or visit the Augen website at [www.augenoptics.com](http://www.augenoptics.com).

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*Augen High Definition Lenses* is a registered trademark and *Spacia* is a trademark of Augen Opticos S.A.