

What makes **PermaVue** different?

Recently, a number of companies have introduced new “Super Scratch-Resistant” generations of AR coating. This new level of durability is typically achieved by applying an additional hard-coating process prior to AR vacuum coating. Beitler McKee took a different approach and developed a revolutionary change to the anti-reflective coating stack itself. The result is PermaVue.

The PermaVue process takes advantage of the inherent hardness of existing factory applied scratch-coatings by hardening and improving the AR stack. The entire process is accomplished inside of the normal AR vacuum chamber, requiring ten extra minutes of vacuum time and a few additional evaporant chemicals. A number of new layers are added to the traditional AR layer stack including harder, middle-index layer and some new cushioning layers to add flexibility to the coating. The added cushioning also allows some of the traditional AR layers to be evaporated in a more dense and harder fashion. The TansDura process also incorporates a new proprietary conditioning step between layers, adding additional stability and adhesion to AR coating.

The result is an AR coating that is significantly more scratch-resistant than traditional AR coatings, with the added benefit of increased adhesion. The PermaVue process has been extensively tested on all lens materials and all major lens and scratch-coating brands. Independent test results show a dramatic increase in both scratch resistance and adhesion. Dramatic increases in consumer satisfaction have resulted in significant sales increases and patient referrals.



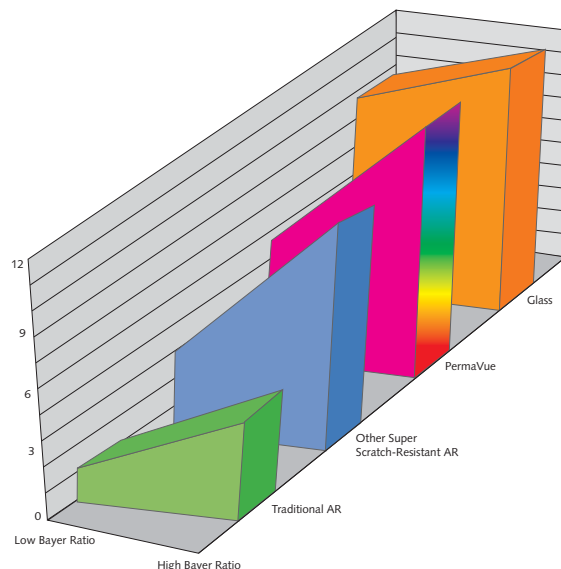


Advantages to Eyecare Professionals

- 1 Higher product satisfaction means patient retention
- 2 Competitive pricing
- 3 Extended warranty



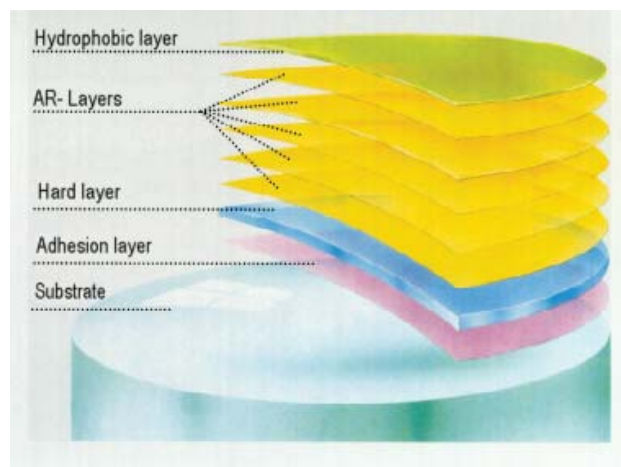
Abrasion testing shows an increase of 2 to 3 times in Bayer Ratio results over traditional AR. Bayer results vary from 4 to 9 depending on the underlying lens brand.



Superior Durability In tests designed to simulate actual consumer wear, PermaVue results were consistently high when applied to all major lens brands and scratch coatings. Following Uniform Test Procedures as recommended by the AR Council, PermaVue was evaluated by using a cleaning/rub test, adhesion weathering test and a tumble scratch test. The results? A product that you can depend upon to provide patient satisfaction with every pair you sell.

Maximum Adhesion Accelerated aging testing (QUV), cyclic humidity/cross hatch testing, and salt water boil testing have all shown PermaVue to be at the top of the class when it comes to AR adhesion. The added cushioning layers and “between-layer” conditioning treatments combined with a new adhesion layer, result in overall adhesion improvements.

Permanent Easy-Care Properties PermaVue is finalized with a proprietary easy-to-clean sealant layer. This sealant layer not only transforms a rough surface into a smooth surface, but also helps protect the AR stack against chemical corrosion from skin oils. It is the perfect invisible barrier against outside environmental concerns.



PermaVue 7 Layer AR Stack

Breakthrough technology with new materials adds hardness and increases overall durability and adhesion. The revolutionary PermaVue AR Stack design surrounds new harder layers with buffering and conditioning layers that add flexibility and forgiveness.

PermaVue advanced AR Stack design takes advantage of the inherent hardness of existing factory applied hard coats, allowing dispensers total freedom of lens brand choices.



**BEITLER MCKEE
OPTICAL COMPANY**

160 South 22nd Street
Pittsburgh, PA 15203
800.989.4700 fax 888.488.1024
www.beitlermckee.com