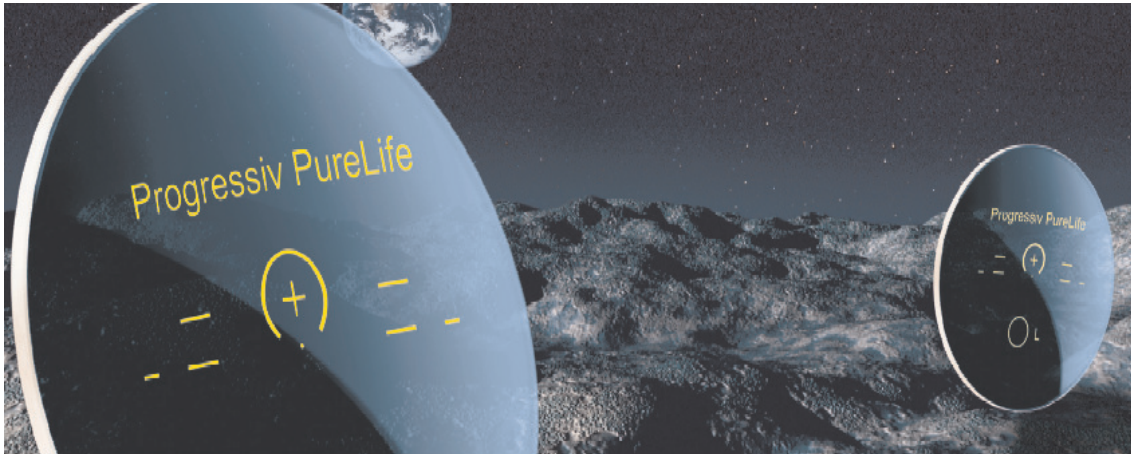


Progressiv PureLife®

Setting New Standards



A New Set of Standards - All progressive lenses have been designed based on average fitting parameters - Pantoscopic Tilt, Vertex Distance, Frame Wrap, Pupil Distances - established in the 1960s. Only Rodenstock, due to the data collection for millions of Impression lenses, has the information to change these averages to better suit today's current evolved wearer. PureLife is designed based on this data and will only be out-performed by truly individualized progressive lenses such as MyView, Impression and FreeSign by Rodenstock.

Retina Focus Principle - Rodenstock takes the proven technology of our **Position of Wear** calculations to the next level. Now **Position of Wear** calculations are formulated, not only for near vision but also for the intermediate and distance vision, resulting in vision true to the original refraction resulting in rapid adaption and the lowest non-adapts ever.

Two Progressive Zone Lengths - 18 mm (L) and 14 mm (XS)

PureLife and PureLife XS	Power & Cylinders	Reg (L)	(XS)
1.50 Plastic	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.54 ColorMatic Grey or Brown	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.6 Plastic	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.6 ColorMatic Grey or Brown*	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.67 Plastic	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.67 ColorMatic Grey or Brown*	[-10.00 to +8.00] 4.00cyl	18 mm	14 mm
1.6 Glass	[-10.00 to +6.00] 4.00cyl	18 mm	N/A
1.6 Glass ColorMatic Grey	[-10.00 to +6.00] 4.00cyl	18 mm	N/A
1.8 Glass	[-4.00 to -20.00] 4.00cyl	18 mm	N/A

*Special Order - Surfaced in Germany - 7 Working Days to your Lab

Rodenstock - German Eyewear.
First choice in lenses and frames.


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