

# SETTING A NEW STANDARD

VSP Vision Care has raised the bar as the only vision care company to offer covered-in-full standard progressive lenses—at no extra cost.<sup>1</sup>



With fully-covered standard progressive lenses, your employees have one more option to enjoy clear, precise vision at an exceptional value. There's no extra cost and nothing more for you and your employees to do.



## WHAT ARE PROGRESSIVE LENSES?



- Progressive lenses offer smooth, continuous vision at near, middle, and distant focal ranges—with no lines or unsettling image jumps.
- Bifocals, on the other hand, correct near and distant vision only—with a visible line between the two fields of vision.

## WHO NEEDS PROGRESSIVE LENSES?



- More than 34% of the U.S. population experiences presbyopia—a normal loss of ability to focus on nearby objects that happens with age.<sup>2</sup>
- For many employees, progressive lenses are an attractive solution and a popular alternative to bifocal and trifocal lenses.

## VSP® MEMBERS ARE THE PRIORITY



- There are a wide variety of progressive lenses—including standard, premium, and customized lenses.
- Now with covered-in-full standard progressive lenses, employees have another option to enjoy clear, precise vision at an exceptional value.

**PROGRESSIVE LENS  
WEARERS IN THE  
WORKFORCE:**

**74M**

**EMPLOYEES IN  
THE U.S. ARE  
AGED 40-64<sup>3</sup>**

**73%**

**OF PROGRESSIVE  
LENS WEARERS  
ARE AGED 40-64<sup>4</sup>**

**Employees can visit a VSP network doctor to  
discuss which lenses are best for them.**

1. Some exceptions apply. Contact your VSP Account Executive or Client Manager for details. A doctor will prescribe the best Rx and lenses to meet the patient's needs. 2. Global Presbyopia Report by Market Scope, LLC, 2012. 3. Bureau of Labor Statistics 2017 CPS. 4. The Vision Council VisionWatch Eyewear U.S. Study, June 2017.