

The baby boomers are here and they are mad.

They want to still look and feel young,
but the reading problem and bifocals are getting in the way.

Now, more than ever, there are new designs and simple fitting methods
to overcome the boomer's anguish.

**GP lenses as always, still provide the best vision in
bifocal contact lenses.**

What's new is that they are now more comfortable and easier to fit than in the past. New lathing and manufacturing methods allow labs to make the lenses thinner, more accurately, and with perfect reproducibility.

In order to help eye care practitioners overcome some of the old stigmas on bifocals, the Contact Lens Manufacturers Association has produced:

Rx for Success:

Building Your Practice with GP Bifocals and Multifocals.

This comprehensive program includes a CD for fitters, some promotional materials for patients and guidelines to make the fitting and dispensing of GP bifocals a breeze.

CLMA member laboratories are offering this program to their customers for the suggested price of \$19.95. There are special promotions from member laboratories, which can make the kit virtually *free* to interested fitters.

So call us for details on this great offer.

This comprehensive toolkit will help you:

- ❖ **Grow your practice**
- ❖ **Differentiate yourself from other "just glasses" offices**
- ❖ **INCREASE THE BOTTOM LINE FOR YOU**