



# Optilux Premium Progressive Lenses: Certified Australian Made

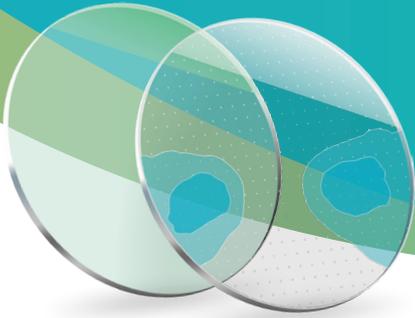
Experience the clarity of Australian ingenuity.

Proudly designed, developed, and manufactured in our Sydney laboratory, Optilux lenses reflect the precision, quality, and trust that define true Australian care and innovation.



# Optilux

PREMIUM LENS SERIES



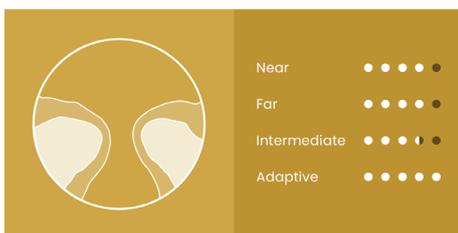
Optilux is Opticare's premium progressive lens range created for wearers who want clear, comfortable vision at every distance, and who value the quality and pride of Australian Made lens products. Designed and manufactured in Sydney, each Optilux lens is backed by advanced technology, ensuring fast adaptation, stable performance, and minimal unwanted cylinder.

## The Optilux Lens Family

The Optilux range gives optical professionals a complete portfolio of high-performance lenses designed to meet a wide spectrum of visual needs and lifestyles.

- **Progressive Lenses:** Optilux UltraClear, Panorama, Excellence, Lifestyle, Indoor, and Active
- **Specialty Lenses:** Optilux Pilot, Sports, and Drive
- **Office Lenses:** Optilux Office Flex and Office Near
- **Anti-Fatigue:** Optilux Relax
- **Young Adults:** Optilux EasyLife and DigitalBoost
- **Behavioural Lenses:** Optilux VergencePro

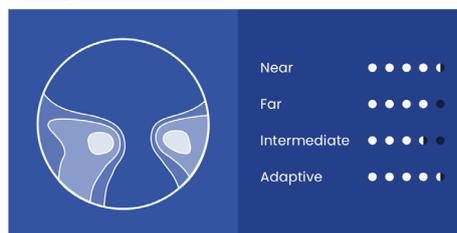
### Optilux UltraClear



#### Best Suited For:

- **First-time progressive wearers** who need a very soft and easy-to-adapt lens.
- Early presbyopes looking for **clear distance vision and smooth transitions**.

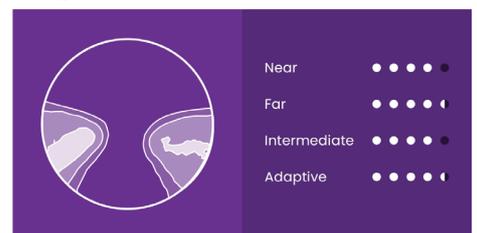
### Optilux Excellence



#### Best Suited For:

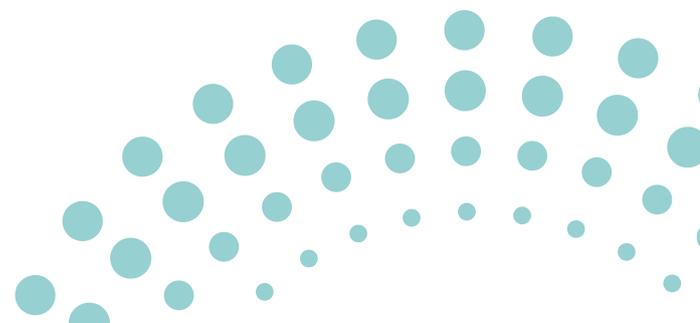
- People who spend **most of their time indoors** and need strong near/intermediate clarity.
- Those looking for a lens with a **strong indoor focus** and reliable distance support.

### Optilux Panorama



#### Best Suited For:

- Anyone wanting a **top-shelf all-round progressive lens**.
- Active individuals who need **clarity and precision at all distances**.





## According to Roy Morgan Research (2020):

**99%**

of consumers  
recognise the  
Australian Made  
logo

**95%**

associate it with  
high-quality, safe  
products

**92%**

trust the logo and  
what it stands for

## Proudly Australian. Perfectly Crafted for Your Patients.

Optilux is now officially Certified Australian Made — a mark that reinforces what independent practices already stand for: quality, trust, and care.

### What This Means for Your Practice

Being able to prescribe Certified Australian Made lenses gives your practice a powerful differentiator. It strengthens patient confidence, supports your local economy, and positions your store as a trusted advocate for Australian-made quality.

With Optilux, you deliver both technical excellence and national pride, a combination that keeps patients loyal and your reputation strong.



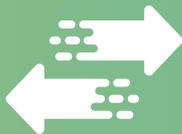
## Benefits to Your Practice

With Optilux, you're supported by local manufacturing, fast turnaround, and dedicated service from your Opticare BDM team.

We provide marketing materials and in-store assets to help you showcase your Australian Made offering and grow your practice's reputation for quality, care, and expertise.



**Proven quality**



**Faster service**



**Marketing initiatives  
for your store**



**Dedicated Opticare  
support at every step**

### Ready to Partner with Opticare?

Our team is here to help you integrate Optilux into your lens portfolio and demonstrate the value of Australian Made quality to your patients.

Reach out to your local Opticare BDM or contact us directly using the contact details below.

**OPTICARE**  
See the Difference

1800 251 852 | [info@opticare.com.au](mailto:info@opticare.com.au) | [www.opticare.com.au](http://www.opticare.com.au)

