


Picture This...YOU at The Big Game

PracticePlus[®] members who register for **The Big Game Promotion** earn a **\$50 gift card** and a chance to win two tickets to **The Big Game*** for every **20 pairs of KODAK Progressive Lenses** purchased from a participating lab and redeemed through PracticePlus between **September 1, 2011 and November 30, 2011**.



*Big Game prize recipient will be designated by the Practice Principal associated with the winning PracticePlus account, and may or may not be the PracticePlus member. Eligibility requirements for Big Game prize recipient are set forth in the official rules.

Each gift card you earn also earns an entry into the Sweepstakes Drawings:

(1) Grand Prize trip for two to The Big Game* on February 5th & (2) Runner-Up Big Game Party Pack prizes.

PracticePlus members can register for the Promotion online at
www.signetarmorlite.com/promo

You must be enrolled and redeem through PracticePlus to participate. Current and new members are eligible; however, you must enroll prior to purchasing. All pairs redeemed (not necessarily purchased) during the promo period will be rewarded. Promo rewards are in addition to PracticePlus earnings. No purchase necessary for sweepstakes portion of the program. See reverse side of this flyer for abbreviated rules, including eligibility information. Subject to official rules available at www.signetarmorlite.com/promo.



CALL 800-325-3176 or 314-533-2020
2360 59th Street, St. Louis, MO 63110
www.midlandoptical.com



KODAK Progressive Lens Availability

LENS MATERIAL	KODAK Unique Lenses	KODAK Precise® PB and Precise Short PB Lenses	KODAK Precise & Precise Digital Lenses	KODAK Precise Short & Precise Short Digital Lenses	KODAK Concise® & Concise Digital Lenses
MINIMUM FITTING HEIGHTS	13mm	17mm, 13mm	17mm	13mm	14mm
Standard Resin	x	x	x	x	x
Poly	x	x	x	x	x
Trivex®	x	x	x		x
Clear 1.56	x		x		x
TLX 1.6™	x		x		x
1.67 High Index	x	x	x	x	x
1.74 High Index	x				
Polarized Standard Resin	x	x	x		
Polarized Poly	x	x			
Polarized 1.60	x				
Polarized 1.67	x				
NXT® Polarized	x				
NXT Photochromic (gray, brown, amber)	x				
NXT Photochromic Polarized	x				
NXT Tinted (gray, brown, green)	x				
NXT Mirror (silver, gold)	x				
Drivewear® Standard Resin	x				
SunSensors® 1.56	x		x		x
InstaShades® 1.50 (gray only)	x		x	x	
InstaShades 1.56	x		x		x
InstaShades 1.6	x		x		x
InstaShades Poly	x		x	x	x
LifeRx® Polycarbonate	x				
Transitions® 1.50	x	x	New!	New!	New!
Transitions Poly	x	x	COMING SOON	COMING SOON	
Transitions Trivex	x	x			
Transitions 1.60	x				
Transitions 1.67	x	x	COMING SOON	COMING SOON	
Transitions 1.74 (gray only)	COMING SOON				
XTRActive™ (gray only)	COMING SOON				

All Photochromic and sun lenses available in gray & brown unless otherwise noted.

PracticePlus® is a Signet Armorlite product support program for KODAK Lenses.
For program details or to enroll, call 800-950-5367 or visit www.practice-plus.net

Abbreviated Promotion Rules: You must be enrolled and redeem through PracticePlus to participate. Current and new members are eligible; however, you must enroll prior to purchasing. All pairs redeemed (not necessarily purchased) during the promo period will be eligible for awards. Promo awards are in addition to PracticePlus earnings. You must have permission from an owner, officer or director of your practice (a "Practice Principal") in order to register and participate in this promotion. The promotion consists of an incentive program for the PracticePlus member to earn a \$50 gift card and a sweepstakes for the Grand Prize Big Game trip (to be awarded at the determination of the Practice Principal to either a practice principal, the PracticePlus member or another owner/operator of the practice) as well as runner-up prizes to be awarded to the winning PracticePlus member. No purchase necessary for the sweepstakes and a purchase will not improve your chances of winning the sweepstakes. Open only to PracticePlus members that are legal residents of one of the 50 United States (excluding VT) or D.C. and 19 years of age or older. This promotion is void to members and practices that are practicing or located in the state of Vermont. Subject to official rules available at www.signetarmorlite.com/promo



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