

*The same family of lenses,
new level of performance*



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Persona[®]
Phd

HIGH DEFINITION LENSES

Introducing Persona *Phd* Lenses

Persona *Phd*, the same family of lenses,
new level of performance.

The evolution of an already superior product. Persona *Phd* builds upon the success of the Persona with enlarged reading areas and seamless vision. It simplifies the dispensing process on the one hand, yet enables the dispenser to optimize the lens design to perfectly suit the visual needs of the wearer when desired. While the original Persona design was based on one design philosophy, the Persona *Phd* uses German based designs with Canadian enhancements for unparalleled results.



How is the Persona *Phd* different?

The Persona *Phd* is actually a group of 3 designs, each of which is optimized for different wearing needs.

Persona *Phd*



Persona *Phd*

Persona *Phd* is an excellent choice for general purpose wearing needs.

With the reading area about 30 % wider than the original Persona, it is a natural replacement to any other lens design.

Persona *Phd Distance*



Persona *Phd Distance*

Persona *Phd Distance* is intended primarily for distance viewing and active lifestyle wearer's.

With its ultra clear distance, the Persona Distance is most suitable for driving, sports, biking, golfing and especially for sunglass wear.

Persona *Phd Near*



Persona *Phd Near*

Persona *Phd Near* is intended for extended near viewing activities and serves as a more general purpose alternative to the Persona Office.

It offers the largest reading area of any progressive lens available today, and is 40 % wider than the Persona *Phd*.