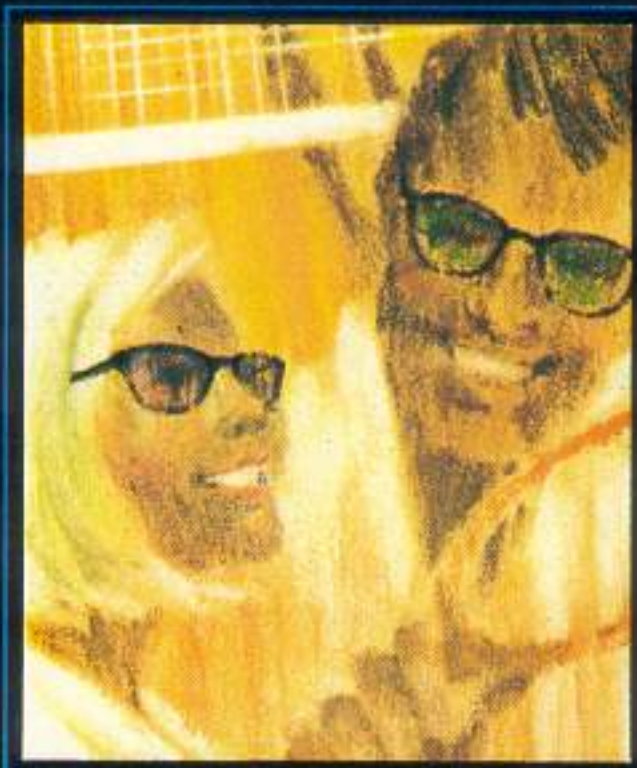


*the many  
worlds of*  
**GLAMOUR**  
*in*  
**GLASSES**



A COLORFUL GUIDE TO:

COATINGS

DYES

TINTS

HUES

SHADES

# suddenly...

**a coating does more than coat.  
a lens is no longer just a lens.  
a shade is a many hued thing.  
a tint is a multiplicity of rainbows.**

Quo is no longer the status in eyewear. No longer are glasses simply a functional thing. Now, happily, glamour has become a part of the seeing picture. Indeed, the merger of fashion and function is one of the most exciting breakthroughs in eyewear.

American Optical, constantly aware of the changing scene in glasses and glamour, has taken new concepts and new ideas... and turned them into products that benefit and glamorize men and women who wear glasses.

This brochure presents a selection of the coatings, dyes, tints, hues and shades of differences available to you and to your patients. It is your personal reference guide.

Welcome to the many worlds of glamour in glasses.  
From American Optical, of course.



# ultracote

## ABSORPTIVE COLOR COATING

... a most becoming way to consistent comfort.

Suddenly, glass puts on a colorful front called ULTRACOTE®... and patients experience a sense of comfort and protection they never thought possible.

**By definition:** ULTRACOTE is a thin film applied to lenses by a high-vacuum process. It can be used on any type of glass lenses (except laminated lenses) without increasing thickness or weight.

**By function:** ULTRACOTE provides a uniform tint that is as precise as the prescription. There is no color variation from edge to edge. The film follows the curvature of the glass. The patient's prescription is faithfully maintained.

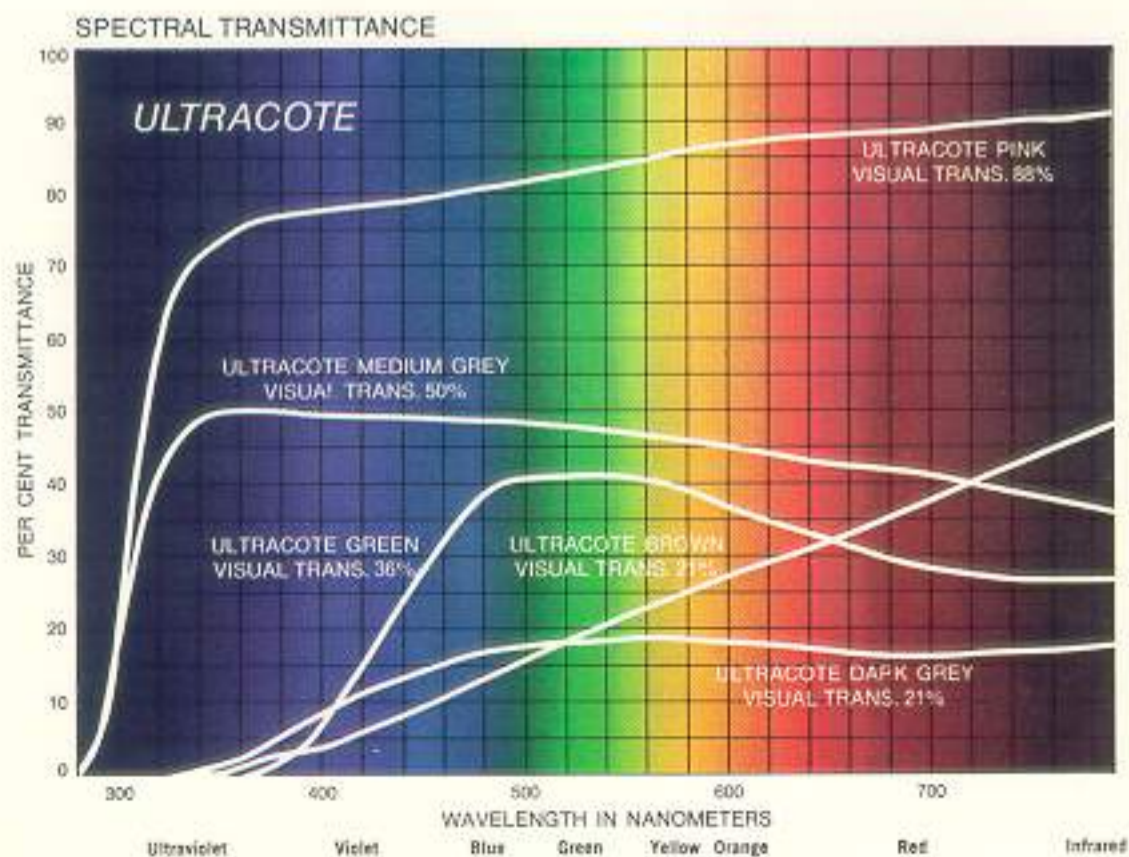
ULTRACOTE possesses excellent anti-reflective qualities. Dark absorptive colors offer excellent ultraviolet absorptive properties.

It is a hard coating and will not chip, peel or fade. It is highly resistant to scratching.

**In fashion:** The uniform tint density of ULTRACOTE means uniform glamour, consistent cosmetic color.

**Availability:** On all glass Rx's (except laminates) in these 5 standard shades:

Ultragreen	—36%	Visual Transmission
Ultrabrown	—21%	Visual Transmission
Ultragrey		
Dark	—21%	Visual Transmission
Ultragrey		
Medium	—50%	Visual Transmission
Pink	—88%	Visual Transmission



# arcote

## ANTI-REFLECTIVE COATING

... the invisible way to visible glamour

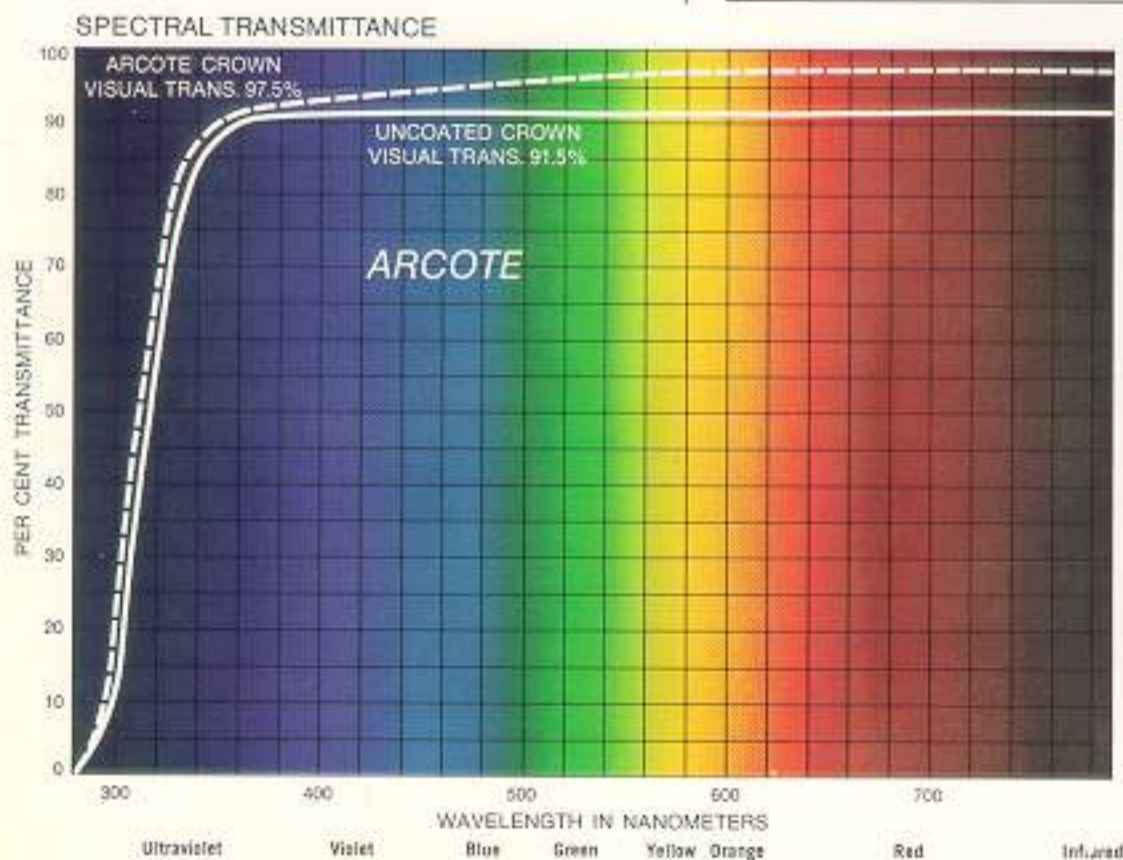
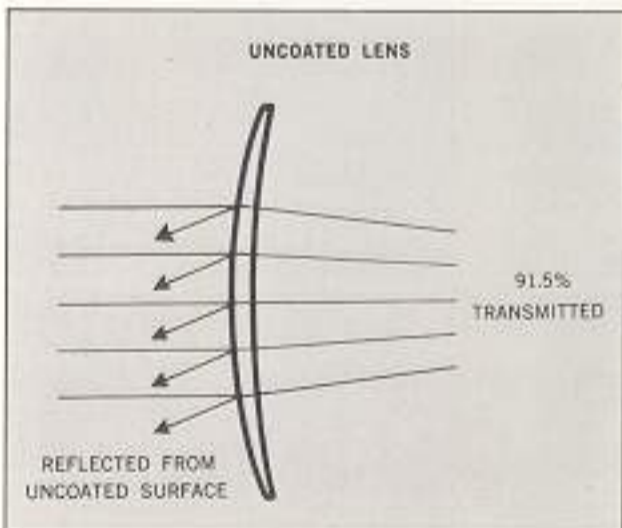
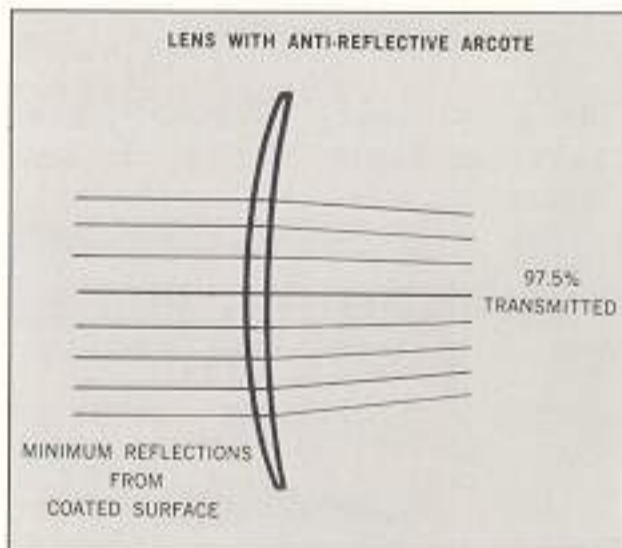
Strangely enough, it is the absence of color in ARCOTE® Anti-Reflective Coatings that brings out eye glamour for the wearer!

**By definition:** ARCOTE is a substantially colorless anti-reflective thin film applied to lenses by a vacuum-coating process. Any glass Rx lens (except laminated lenses) can be Arcoted with no noticeable increase in thickness or weight.

**By function:** ARCOTE reduces the annoying reflections and ghost images that plague eyeglass wearers while, at the same time, it increases transmission. It is effective in helping people adjust to wearing glasses for the first time because it reduces the intensity of double images which annoy some myopes.

**In fashion:** When reflections in the lenses are reduced, glasses look less conspicuous... and the eyes come through in all their natural beauty.

**Availability:** on all glass Rx's.



# cruxite

## GLASS ABSORPTIVE LENSES

### ... just a hint of a tint

The merger of viewing comfort and cosmetic beauty was never more apparent than in Cruxite®. Whoever thought that being in the pink could be the result of wearing the right lens!

**By definition:** Cruxite is glass with ingredients added to reduce ultraviolet transmission and create a pleasing cosmetic shade. The tone is not coated. It is an inherent part of the lens.

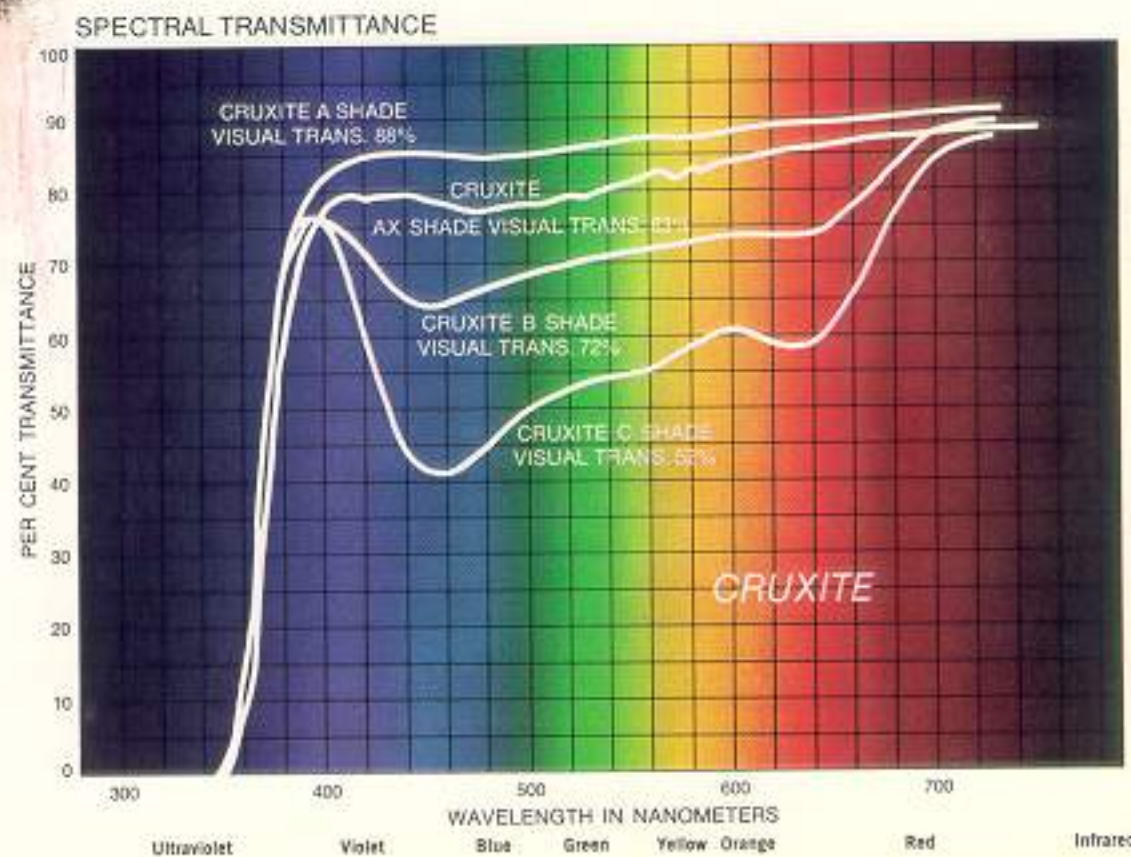
**By function:** Cruxite lenses provide ultraviolet protection and wearing comfort wherever people go. With Cruxite lenses, potentially harmful ultraviolet radiations are effectively absorbed, with no significant reduction of the useful light necessary for good vision. Cruxite tints never fade. Their ability to absorb and transmit light is predetermined in the laboratory and kept uniformly constant.

**In fashion:** The cosmetic effect of soft and pleasing Cruxite blends attractively with patient's natural skin tones, reducing unbecoming shadows around the eyes, and to some extent, lessening the ring effect and double images in minus lenses. Indeed, Cruxite is a new way for patients to feel in the pink... while they see in comfort.



## RX AVAILABILITY

Cruxite A and AX are available in the following styles: Tillyer® Masterpiece® Single Vision, Tillyer Single Vision, Tillyer Masterpiece Golden "S" Bifocal, Tillyer Executive®, Tillyer Sovereign®, Tillyer "D", Tillyer Executive Trifocal, Tillyer Sovereign Trifocal, Tillyer "S" Trifocal, Tillyer Cataract Single Vision, Tillyer "E" Cataract Single Vision, Tillyer Sovereign Cataract Bifocal, Tillyer Cataract Bifocal, Clinical Cataract Bifocal, Tillyer "E" Cataract Bifocal, Centex® Kryptok, Occluder Lenses. Cruxite B and C are available on Factory Rx only.



# absorptive



... individual lenses for individual needs. With beauty as a bonus.

You need look no further than AO to find a variety of lens types and colors to match the Rx needs—and colorful moods—of your patients. Each absorptive glass lens is scientifically designed to screen out certain parts of the sun's spectrum. Each bifocal in each shade has a color coordinated segment that eliminates unattractive white spots at near.

## CALOBAR® LENSES



### Green, Cool & Absorptive

Three shades of soothing cool green. Calobar lenses absorb both ultraviolet and infrared rays. Visible light transmission is scientifically controlled to provide adequate color discrimination and comfortable, outdoor viewing.

#### Visual transmission:

Calobar B (light)	67%
Calobar C (medium)	51%
Calobar D (dark)	36%

## COSMETAN® LENSES



### The Unique Brown Tone Original with AO

This attractive color lens is specially designed to absorb blue light. High blue light absorption penetrates haze to improve object delineation and sense of depth perception.

Cosmetan lenses absorb ultraviolet and infrared rays. They are tremendously effective in situations where bluish haze predominates—relaxing at the shore, skiing down a mountain side, driving to and from the office. Visual transmission is 21%.

## TRUE-COLOR® LENSES



### Neutral and Natural

This is the famous neutral grey lens that provides near natural color definition. True-Color absorbs

# glass Rx sun colors

## Rx AVAILABILITY:

	Cal. B	Cal. C	Cal. D	Cosmetan	True-Color C	True-Color D
Tillyer Masterpiece S.V.	x	x	x	—	x	x
Tillyer S.V.	x	x	x	x	x	x
Tillyer Masterpiece Golden "S" Bifocal	22 seg	22 seg	22 seg	22 seg	22-25	22-25
Tillyer Executive Bifocal	x	x	x	—	x	x
Tillyer Sovereign Bifocal	22 seg	22 seg	22 seg	22 seg	—	22 seg
Tillyer "D" Bifocal	x	x	x	x	—	x
Tillyer Executive Trifocal	—	—	x	—	—	—
Tillyer Sovereign Trifocal	x	x	x	—	—	—
Tillyer "S" Trifocal	—	—	x	—	—	—
Tillyer Cataract S.V.	x	x	x	—	—	—
Tillyer Cataract "E" S.V.	x	x	x	—	—	—
Tillyer "E" Cataract Bifocal	—	x	x	—	—	—
Clinical Cataract Bifocal Centex Kryptok	x	x	x	—	—	x
Occluder Lenses	—	—	x	—	—	—

## ABSORPTIVE LENS GUIDE TO Rx USE FOR GLASS LENSES

Rx	+7.00		+6.00		+4.00		+2.00		0.00		-2.00		-4.00		-6.00	
Type of Glass	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens	Center Transmission	Variation across lens
Calobar C	% 15	Fair	% 16	Good	% 24	Good	% 37	Good	% 48	Good	% 51	Good	% 51	Good	% 51	Good
Calobar D	5	Fair	6	Fair	11	Good	21	Good	33	Good	36	Good	36	Fair	36	Fair
True Color C	3	Poor	4	Fair	8	Fair	17	Good	28	Good	31	Good	31	Fair	31	Fair
True Color D	1	Poor	1	Poor	3	Fair	9	Good	18	Good	21	Good	21	Fair	21	Poor
Cosmetan	1	Poor	1	Poor	3	Fair	9	Good	18	Good	21	Good	21	Fair	21	Poor

**Label** | Good: If the transmission variance is less than two fold in a 40mm circle  
 Fair: If the transmission variance is two fold between 28mm and 40mm circle  
 Poor: If the transmission variance is two fold in less than a 28mm circle

Where "poor" or where transmission is less than 8% recommend coated glass or dyed AOLITE lenses.

ultraviolet and infrared rays, and transmits all colors in their true relationships.

A fine all-around outdoor lens for people requiring good color discrimination.

True-Color C visual transmission is **31%**. True-Color D visual transmission is **21%**.

GLASS ABSORPTIVE TINTS TRANSMISSION CHART



ABSORPTIVE

# AOLITE

**... comfort in a lightweight manner.**

Absorptive AOLITE® lenses have colors very similar to glass except in the red and infrared end of the spectrum. AOLITE hard-resin lenses are lighter, and will resist the impact of a variety of hazards to a greater extent than glass lenses.

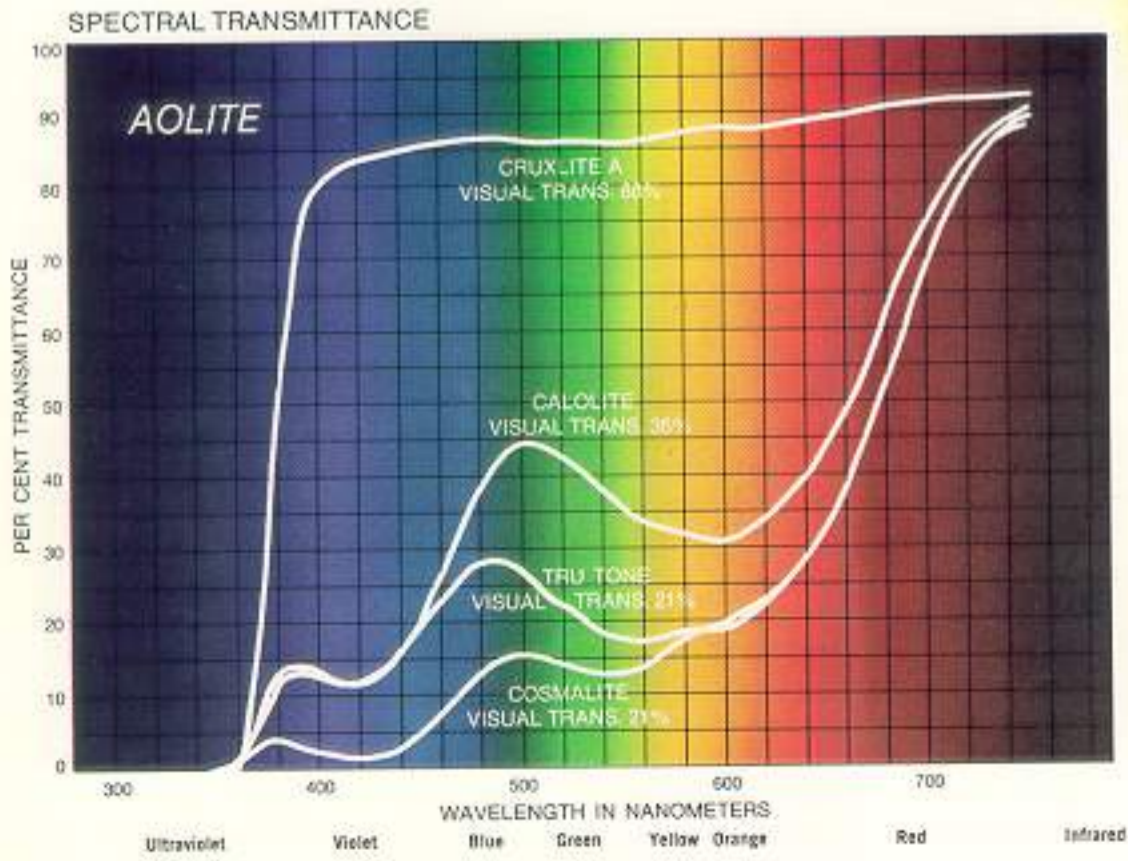
And, the beauty is that Crux-Lite, as well as the outdoor absorptive tints—CaloLite, CosmaLite and Tru-Tone can make their appearance on all AOLITE Rx's.

The tint is absorbed by the entire surface of the AOLITE lens through a special dyeing process. All tints are uniform density. There are no color variations from edge to edge. AOLITE absorptive tints are completely unaffected even when exposed to sunlight for long periods of time.



AOLITE absorptive tints are available on any AOLITE Rx lens, regardless of type or power of prescription. Visual transmissions are as follows:

CruxLite (pink)	.....	88%
CaloLite (green)	.....	36%
CosmaLite (tan)	.....	21%
Tru-Tone (grey)	.....	21%



# tintolite

## LENSES

... a tint is a multiplicity of rainbows

A few years ago, the idea of tinted lenses—for fashion's sake—was simply an idea.

Today, the idea has come of age. With a rainbow of color. With lightweight comfort. It's called TINTOLITE.

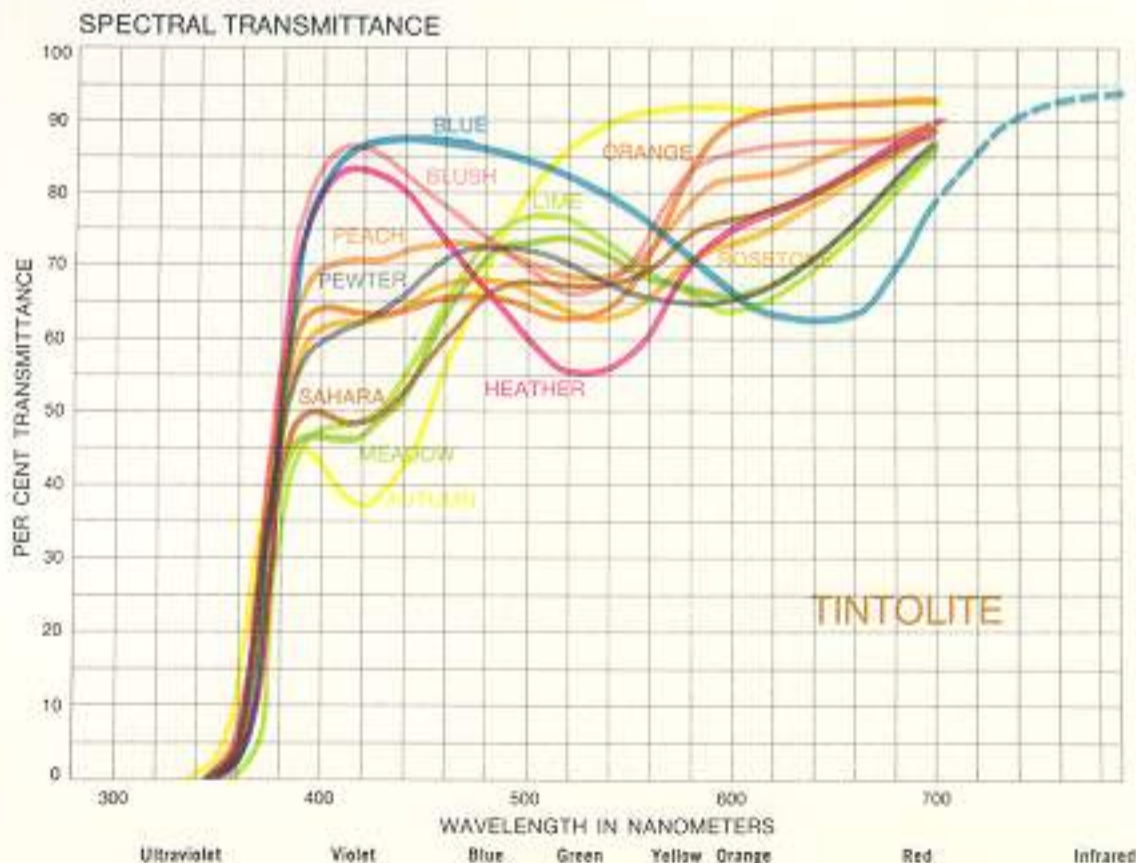
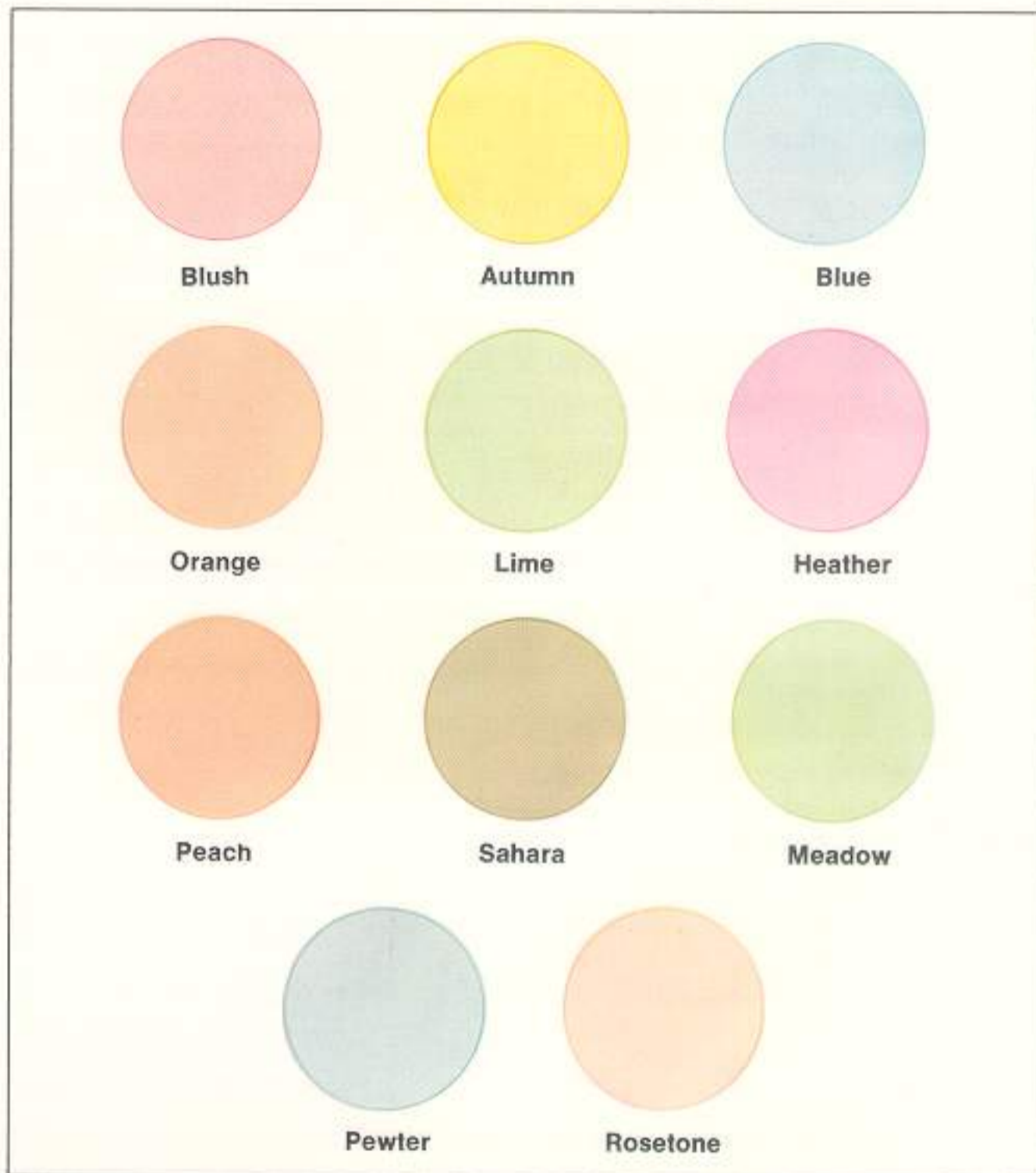
**By definition:** TINTOLITES are AOLITE lenses combined with a unique dyeing process that makes possible an almost unlimited flexibility of colors.

**By function:** TINTOLITES do all the good things that AOLITE lenses do. They provide lightweight wearing advantages—half the weight of glass. They provide a wide, clear field of view, have high visual transmission and ultraviolet absorptive qualities. TINTOLITES will help reduce the "ring" effect and ghost images in minus lenses. They are, of course, comfortable.

**In fashion:** Anytime lenses can match, complement or colorfully accent the lady's costume, they are fashion!

With TINTOLITES, the lady can look at the world (indeed, the world will smile back) through rose-colored glasses—or peach or meadow or blush... or any one of eleven tones. TINTOLITES... for the lady who likes her rainbows lightweight.

**Availability:** any AOLITE Rx.



# photoGRAY

... a magic process comes to proven lenses

**PHOTOGRAY** photochromic lenses are a unique example of process and product benefitting one another ... to benefit the patient.

**By definition:** **PHOTOGRAY** photochromic lenses darken in sunlight and return to a virtually clear lens when indoors.

**By function:** Exposed to sunlight, **PHOTOGRAY** lenses darken automatically to a moderate gray

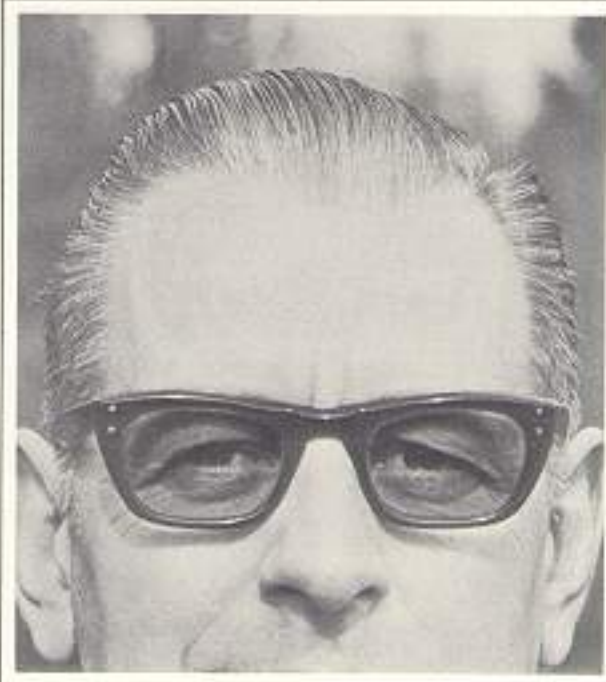
tint with light transmittance ranging from 45% to 34%, depending on temperature. In direct sunlight or medium overcasts, **PHOTOGRAY** lenses respond rapidly, reaching 70% of their total darkening capability within 60 seconds.

When removed from sunlight and worn indoors, **PHOTOGRAY** lenses will clear half way in just a few minutes.

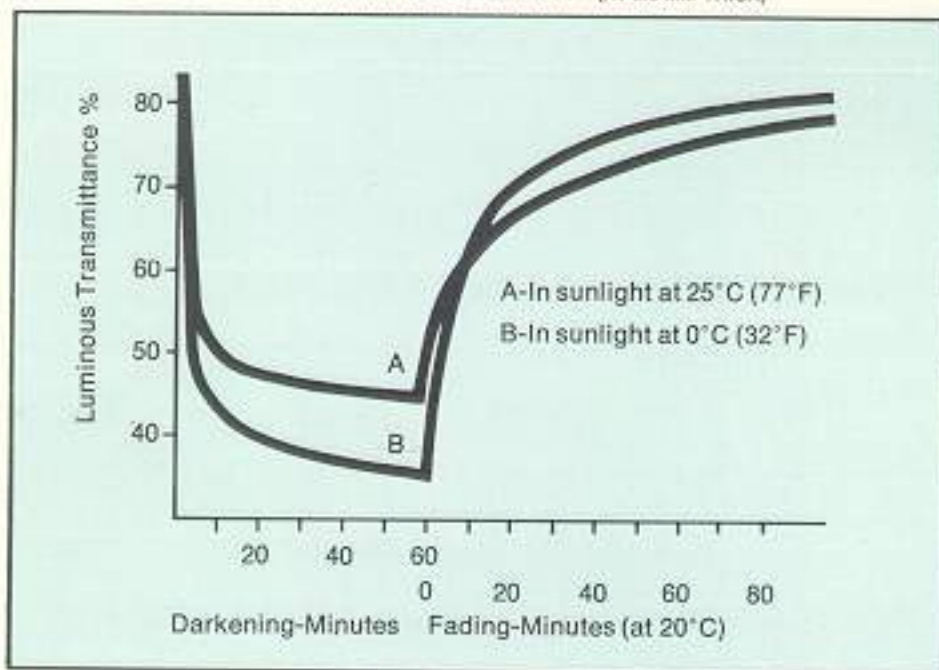
**In fashion:** **PHOTOGRAY** photochromic lenses bring a soft and pleasing gray tone to men and women.

**PHOTOGRAY** photochromic lenses put fun into wearing glasses. And, fun is always in fashion.

**Availability:** Tillyer Masterpiece Single Vision, Tillyer Executive Bifocals.

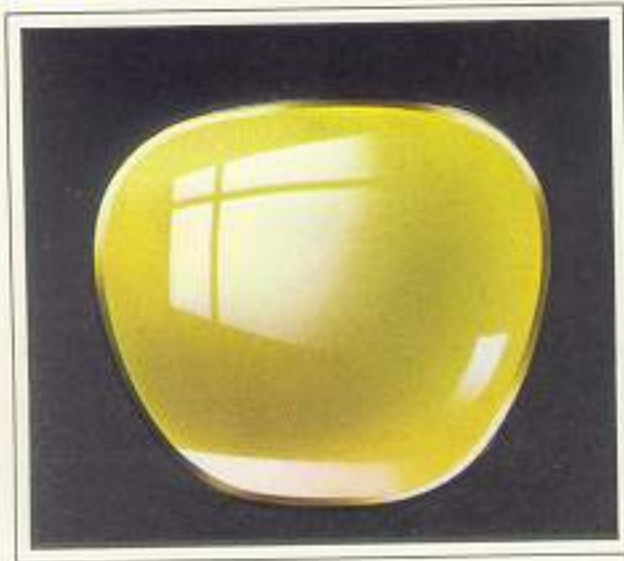


LUMINOUS TRANSMITTANCE CHART (AT 2.0 MM THICK)



# hazemaster

## LENSES



### Yellow Penetrates the Haze

This is the lens that target shooters made famous. Yellow color was originally developed for shooters' seeing needs... but remained to please hunters and fishermen, too.

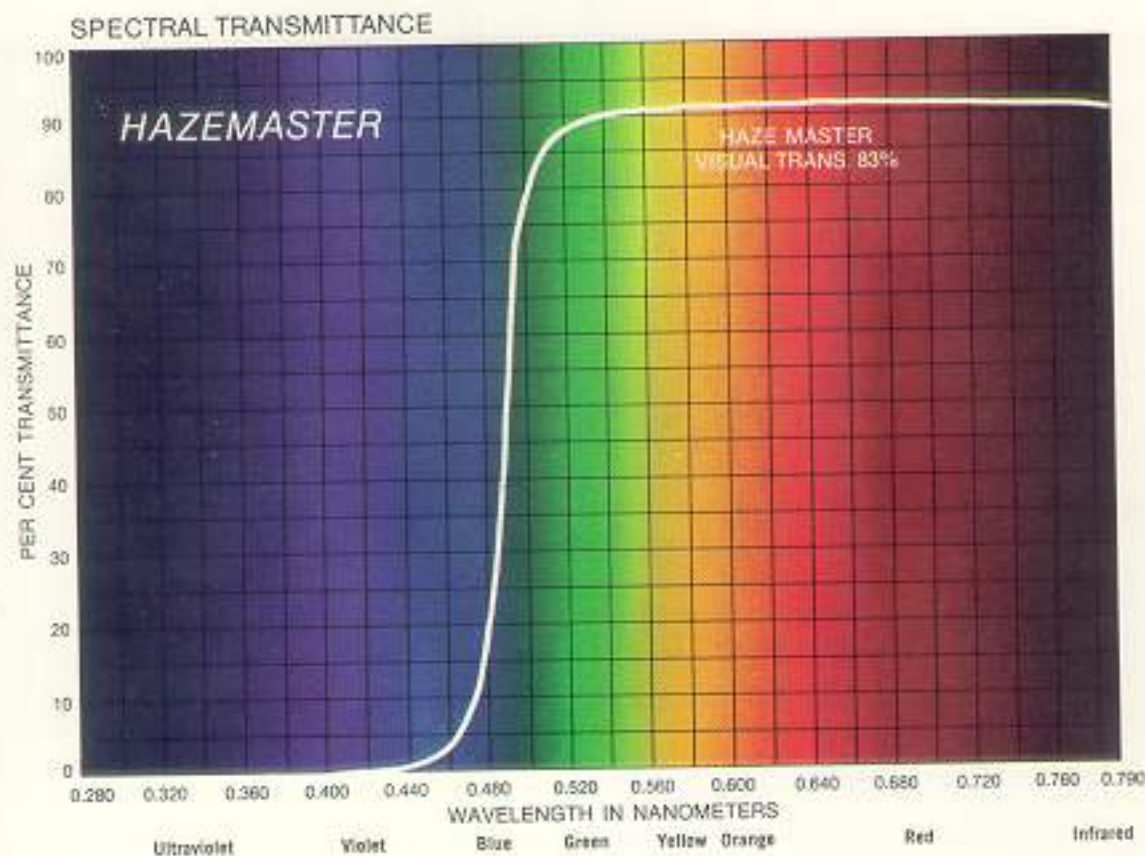
HazeMaster lenses absorb practically all the blue light in the spectrum and afford the best possible haze penetration. HazeMaster lenses absorb ultraviolet rays, but do not absorb infrared rays. Visual transmission is 83%.

**Availability:** Single Vision Rx and Special Factory Multifocal Rx (except Executives)

## BY WAY OF CLOSING...

In concluding our Glamour In Glasses story, we should mention that, along with fashion, we provide protection, too. For example, we make pink didymium lenses for glass blowing operations, cobalt blue lenses for furnace operators and lenses for use in laser experimentation.

Certainly, you will not prescribe these special lenses to the extent that you will prescribe coatings, dyes, tints, hues and shades. We do, however, want you to know that such lenses add another dimension to our story. Frankly, we think they are indicative of the fact that protection, too, is always in fashion. Now then, color your world and that of your patients with Glamour In Glasses. From American Optical, of course.



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